



# Memorandum

DEPARTMENT OF COMMUNITY DEVELOPMENT  
Building Neighborhood and Business Services **Planning**

Date: October 5, 2017  
To: Planning Commission  
From: Craig Jimenez, Director of Community Development  
Subject: **Bricks & Mortar: Station Square Transit Village**

Since the beginning of revenue service on the Gold Line in March 2016, interest in Monrovia Station Square has been tremendous. As you know, there is a substantial amount of proposed development in the pipeline, much of it in the vicinity of the Monrovia Gold Line Station. Although to date, the City has not received any completed applications for entitlements, staff anticipates that the first application may come before the Planning Commission at the start of the new year.

For the last three decades, Monrovia has been planning for the arrival of light rail and developing a community vision for the area. In preparation of these anticipated projects, it seems like an appropriate time to review the vision and guidelines for Station Square contained in the Monrovia General Plan.

Included in your packet are the two primary guiding documents for Station Square from Land Use Element of the General Plan: Vision Statement and Objectives, and Area PD-12 Station Square Transit Village. Staff will provide an overview of the vision and guidelines at the October 11 meeting.

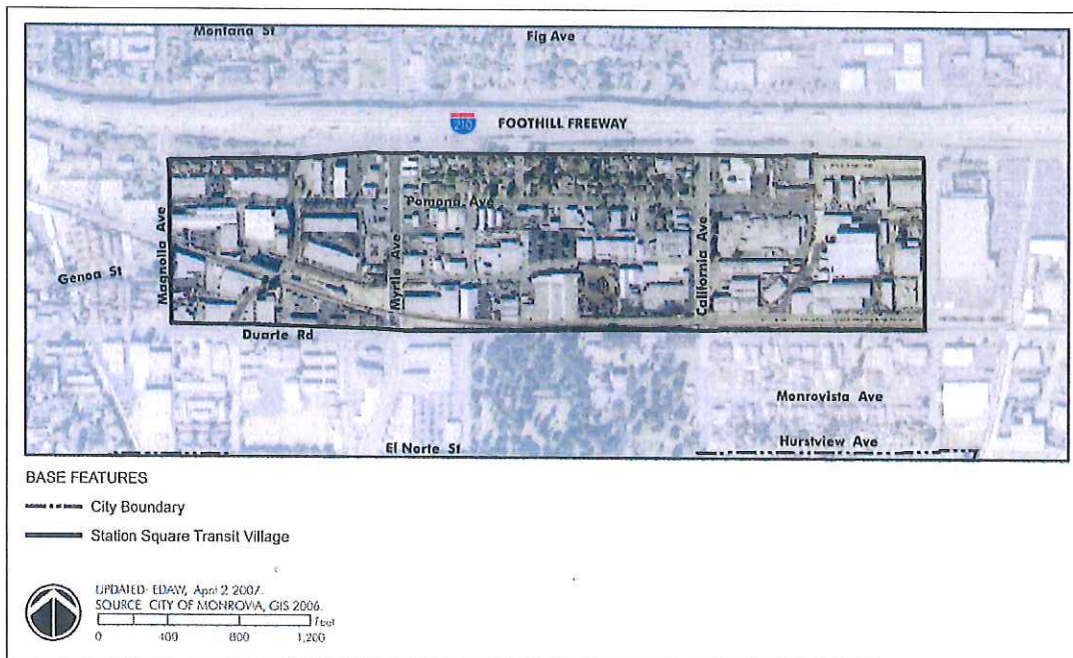


## Station Square Transit Village: Vision Statement and Objectives

In anticipation of the arrival of the Metro Gold Line light rail, the City identified the area south of the 210 Freeway as an opportunity to encourage transit-oriented development that could serve as a model for transit development in southern California. Station Square Transit Village boundaries are Magnolia Avenue to the west, Evergreen Avenue to the north, Shamrock Avenue to the east, and Duarte Road to the south (see Figure 8, Project Site Map).

### STATION SQUARE TRANSIT VILLAGE VISION STATEMENT

A Dynamic, Mixed-Use, Transit-Oriented  
Community



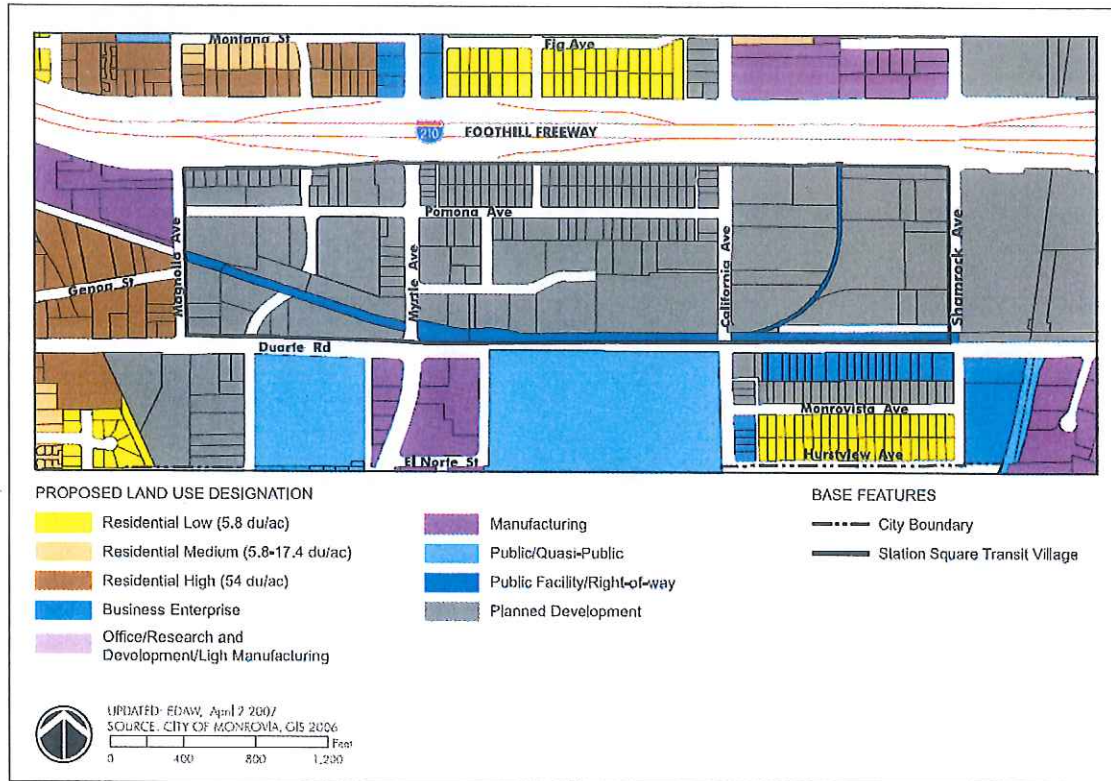
**Figure 8 – Project Site Map**

South Myrtle Avenue serves as a gateway to the Station Square Transit Village planning area and also connects the proposed development with Old Town Monrovia and the West Huntington Drive retail corridor and the High Tech Corridor on East Huntington Drive. Over time, Station Square Transit Village is envisioned to become a mixed use district designed to encourage strong pedestrian connections, ground floor commercial, open space, high density office, research and development, hospitality and a mixture of residential uses.

The City's General Plan is the primary planning document that will implement the vision outlined for the Station Square Transit Village. The City's key objective in establishing the Station Square Transit Village is to provide flexibility in land use types, location, and intensities that will allow development to respond to changes in the marketplace over time.

These provisions establish land use mechanisms and urban design principles that will allow individual development projects to move forward consistent with goals and objectives established for Station Square Transit Village.

The site's proximity to the 210 Freeway provides visibility and accessibility, a condition highly suitable for various types of uses and development. The Land Use Plan (see Figure 9) establishes the Planned Development-Area 12 (PD-12) as the land use designation for the Station Square Transit Village. The development guidelines for PD-12 ("PD-12 Development Guidelines") are designed to be flexible to respond to the market demands for both commercial and residential. The PD-12 Development Guidelines, which begin on page 78, provide specific direction within a neighborhood context.



**Figure 9 – Station Square Transit Village Land Use Map**

### Planning Objectives

All uses and buildings proposed for Station Square Transit Village at the time of development must be designed in conformance with the General Objectives, Land Use Objectives, and Urban Design Objectives below (collectively, the "Planning Objectives"), and the PD-12 Development Guidelines. The combination of the Planning Objectives and the PD-12 Development Guidelines provide a flexible design framework and general criteria that will guide designers and developments, and which the City of Monrovia will use to evaluate development proposals within the Station Square Transit Village.



## General Objectives

- Encourage transit-oriented development, but not transit-dependent development.
- Create comprehensive public improvements that enhance the public right-of-way with landscaping and where appropriate or possible, median strips, bike lanes, pedestrian ways, and other modes of transportation.
- Maximize the use of roadway infrastructure to the maximum extent possible and provide new roadways as needed to enhance internal circulation.
- Encourage a diverse mix of housing in terms of affordability, tenure, density range and architectural styles that responds to changing market demands over time and that meets the needs of all income groups.
- Encourage much-needed space for the growth of incubator business enterprises.
- Encourage a range of uses that do not compete with businesses and the economic success of Old Town Monrovia. Encourage uses that meet the needs of local residents and employees.
- Position Monrovia as a competitive market for hotel demands.
- Create parks and open spaces that serve as outdoor gathering spaces for passive and active recreation for residents and visitors and ensure that the Transit Village includes parks, plazas, and community gathering places that complement the inter-modal facility and the surrounding land uses. Public open space shall be maintained at a ratio of at least 3.0 acres per 1,000 residents.
- Rehabilitate the historic Santa Fe Depot to complement the Metro Gold Line light rail station and Station Square.
- Provide adequate parking in attractive structures that complement the architecture and landscaping of accompanying development. Coordinate with developers and explore shared parking and other creative

## Land Use Objectives

The City's key objective in establishing the Monrovia Station Square Transit Village Planned Development Area is to provide flexibility in land use types and intensities that will allow future development to respond to changes in the marketplace over time. The PD-12 Development Guidelines identify the following neighborhoods of Station Square Transit Village and provide guidelines responding to the existing development patterns.

- **Residential Neighborhoods.** These two neighborhoods on East Evergreen Avenue and East Pomona Avenue, and West Evergreen Avenue are primarily developed as single family. The PD-12 Development Guidelines allow for graduated residential densities based on lot size.
- **Hamby Park.** An industrial condominium complex at the southeast corner of Pomona and Primrose Avenues that will continue to provide space for small businesses and also allow for opportunities for incidental retail of products produced on site.
- **Station Square North.** This area includes the Park and Ride Lot, Station Square open space (including the historic depot), Metro Gold Line parking structure and a site for high density residential directly adjacent to Gold Line station.
- **Station Square South.** This area (south of the Gold Line ROW) is a mix of commercial and industrial uses. The PD-12 Development Guidelines encourage the transition of the area to mixed use, high density residential and/or commercial uses.



- **Western and Eastern Gateways.** Flanking either side of Myrtle Avenue, just south of the Foothill Freeway (I-210), this area is a mix of commercial and light industrial buildings. As the northern entry point into Station Square Transit Village, the PD-12 Development Guidelines encourages a mix of commercial uses and “signature architecture” to provide an entry statement at the north anchor of Station Square.
- **Industrial Neighborhoods.** This area is primarily on the east side of Myrtle Avenue, but includes the industrial block on the north side of West Pomona Avenue, and consists of mostly older but established industrial uses. The PD-12 Development Guidelines reinforce the importance of industrial uses in maintaining a varied economy by identifying legal industrial in these neighborhoods as conforming. Incentives for commercial/industrial densification are provided to encourage redevelopment. Mixed uses that include a residential component may occur in appropriate locations.
- **Gold Line Operations Campus.** This area is the easternmost block of Station Square Transit Village that contains the Gold Line facility as well as a remaining privately owned industrial parcel.

Through the use of specific plans and other zoning entitlement mechanisms, future development in Station Square Transit Village will be based on the following development parameters, which establish maximum caps and minimum requirements for various types of development in Station Square Transit Village (Area PD-12) on an area-wide basis:

**Table 3 Summary of Station Square Transit Village Land Uses**

Table 3 Summary of Land Uses	
Land Use	Maximum/Minimum Parameters
Residential	1,400 units – minimum 3,600 units - maximum
Commercial	150,000 square feet - maximum
Office; Light Manufacturing; Research & Development; METRO Gold Line Support Facilities	The combined square footage of all four potential uses is not to exceed 850,000 square feet.
Hospitality - Hotel Rooms - Ancillary Facilities	271 hotel rooms – maximum 45,800 square feet
Open Space	4.35 acres minimum area-wide; Ratio of 3.0 acres per 1,000 new residents
Transit Station Parking	Parking to be provided per Gold Line Agreement
Parking – All Others	Per Municipal Code or shared parking agreements and/or parking demand analysis



## **Urban Design Objectives**

The Urban Design Objectives address the visual quality of future development within the Station Square Transit Village planning area.

### **Urban Spaces**

Urban spaces include publicly accessible plazas, courtyards, and similar outdoor spaces that form a vital component of a community's public life. As well-defined outdoor rooms, they may accommodate public gatherings and celebrations, or serve as retreats from urban activity. Urban spaces will be provided as part of the transit station and surrounding uses, as well as integral to hotel development and larger attached residential developments.

### **Landmarks**

Landmarks are highly recognizable buildings, structures, or landscape features. As such, they become powerful orienting devices that help define the City, a district, and a neighborhood. Historically significant buildings and structures such as the Santa Fe depot serve as community landmarks and will be preserved and protected from incompatible development. New buildings along Myrtle Avenue and directly visible from the 210 Freeway must include architectural elements and design approaches to create future landmarks.

### **Residential Buffer**

All development located adjacent to or facing residential neighborhoods shall be designed to preserve quality of life in neighborhoods through site and building design, and shall provide buffers to mitigate any adverse impacts. To protect the visual quality of residential areas and guard against noise, incompatible or unattractive uses such as loading, storage, and parking shall be bordered or covered with landscaping, fencing, or decorative walls.

### **General Design Guidelines**

New development shall be designed to minimize massing and provide for articulation and design variety through elements such as:

- Buildings that include pedestrian-scaled detail, articulation and craftsmanship of the façade
- Rooflines that emphasize and accentuate significant elements of the building such as entries, bays, and balconies
- Building planes, facades, and architectural details that create visual interest at the street level (e.g., staggering the frontage of the building, recessing doors and windows, providing awnings and canopies for weather protection and scale, and visually extending interior spaces outside through paving and glazing to create the concept of an indoor/outdoor room, etc.)
- Provide relief and variation in both the vertical and horizontal plane with recessed and/or projected areas
- Windows on upper floors shall be recessed and proportioned and placed in relation to grouping of storefronts or other windows or elements of the base floor
- Support a street-oriented development pattern with buildings located at or near the sidewalk edge. Mixed-use structures should be a component of main street commercial development and other



areas where pedestrian activity is strongly encouraged.

- Development should provide easily identifiable pedestrian access to structure entrances and key areas within the site from the street, sidewalk, parking areas, and bus stops.

### **Urban Design Objectives: by Land Use**

In addition to the above Urban Design Objectives, the following provide more detailed direction based on specific land uses.

#### **Mixed Use**

- Rely on neighborhood-serving ground floor commercial space with frequent sidewalk entrances to promote pedestrian activity along the street.
- Include communal and private open space areas for the residents in the Station Square Transit Village.
- Make ground floor commercial uses visually distinct from the residential or office space above.
- Dwelling units should exhibit a residential character, and residential entrances should present differently than entrances to ground-floor commercial uses.
- Residential components should incorporate upper floor balconies, bays, and windows that overlook the street and enliven the street elevation.

#### **Residential Multi-family**

- Require developers to reduce the bulk of multi-family buildings by introducing variation in façade and height.
- Building facades should be articulated to portray a domestic scale and give identity to individual dwelling units.
- Encourage inclusion of private outdoor space be provided for each dwelling unit. Private open space may include patios, terraces, and well-sized balconies.
- Building entrances should be well-defined and oriented towards the street.

#### **Office**

- Organize office developments around shared courts, quadrangles, and greens. Multiple paths should connect on-site buildings and uses, transit stops, and public sidewalks.
- Office buildings should provide ground-floor interest, transparency, and openness, especially views into lobbies.
- Require building design to display individual character and identity, including a highly visible main entrance. Architecture must be of the highest quality in terms of materials and design.



### **Commercial**

- Establish an especially strong relationship between buildings and the street.
- Encourage incidental outdoor uses such as outdoor seating at restaurants.
- Achieve overall architectural coherence by requiring minimal setbacks at storefronts, matching window and door patterns, and a frequent rhythm of store entrances along the street.

### **Parking**

- Parking structures and lots will be built to match the architecture and landscape design provided in accompanying development.
- Parking structures, where provided, shall have other uses wrapped along the ground level, or shall be extensively treated with architectural and landscape elements to disguise the actual use. Where street level uses are not economically feasible at parking structures, or where location would limit viability of such uses, the ground-level façade shall be designed with articulated fenestrations and landscaped to enhance the level of architectural interest along ground-level.
- Parking areas shall be designed to minimize conflicts between pedestrian and vehicular traffic.
- Surface parking shall be limited. However, where surface parking lots are provided, they shall be located away from the main street, or screened with extensive landscaping such as rows of trees and landscaped along property edges with raised planters. All surface parking shall provide special paved areas for pedestrian circulation and canopy trees provided throughout the lot for shade. Podium, subterranean, or parking behind buildings shall be strongly encouraged to minimize the visual impact of parking and to maximize a street-oriented development pattern.
- Where surface parking occurs, landscaped islands shall be provided to reduce the parking lot expanse. Such islands shall be large enough to accommodate tree growth. Extensive plantings shall be provided to screen views of the parking lot from sidewalks and adjacent properties.





**Area PD-12 Station Square Transit Village:** The City’s key objective in establishing the Station Square Transit Village Development Guidelines for Area PD-12 (“PD-12 Development Guidelines”) is to provide flexibility in land use types and intensities that will allow future development to respond to changes in the marketplace over time. These PD-12 Development Guidelines establish land use mechanisms that will allow individual development projects to move forward consistent with the goals and objectives in the General Plan, including the Station Square Transit Village Vision and Objectives in the Land Use Element.

**Implementation**

To ensure implementation of the goals and objectives, all new construction in PD-12 shall be reviewed and approved subject to the following general provisions that apply to the entire Area PD-12:

**General Provisions**

1. New development shall be designed pursuant to the Planning Objectives outlined in the Land Use Element for the Station Square Transit Village (e.g. architecture, hardscape, landscape).
2. With the exception of single family dwellings, the construction of new buildings or additions to existing buildings shall require the approval of a conditional use permit. However, a conditional use will not be required if the existing building is conforming and occupied by a conforming use, the addition is 25% or less in area of the existing building, and the project meets the requirements set forth in the Monrovia Municipal Code.
3. Lot consolidation that leaves remnant parcels totaling less than the conforming lot size for the applicable zone shall be discouraged.
4. Development located adjacent to or facing residential neighborhoods shall be designed to mitigate adverse impacts.
5. Mixed uses are encouraged (except for development using RL, or RM/RH standards, which shall be solely residential).
6. In order to encourage the inclusion of affordable residential units, deviations in unit size, recreation space and parking based on the Zoning Ordinance can be considered if at least 15% of the units are designated for moderate income or 10% low income or 5% very low income. Units designated as affordable shall be restricted for a minimum of 55 years.
7. Conversion from nonresidential uses to residential uses or mixed use development that includes residential uses shall be adjacent to other residential uses.
8. A minimum of two acres is required for a specific plan.
9. All development in Station Square Transit Village will be based on the following development parameters established by the Land Use Element, which establish maximum caps and minimum requirements for various types of development in Station Square Transit Village (Area PD-12) on an area-wide basis::

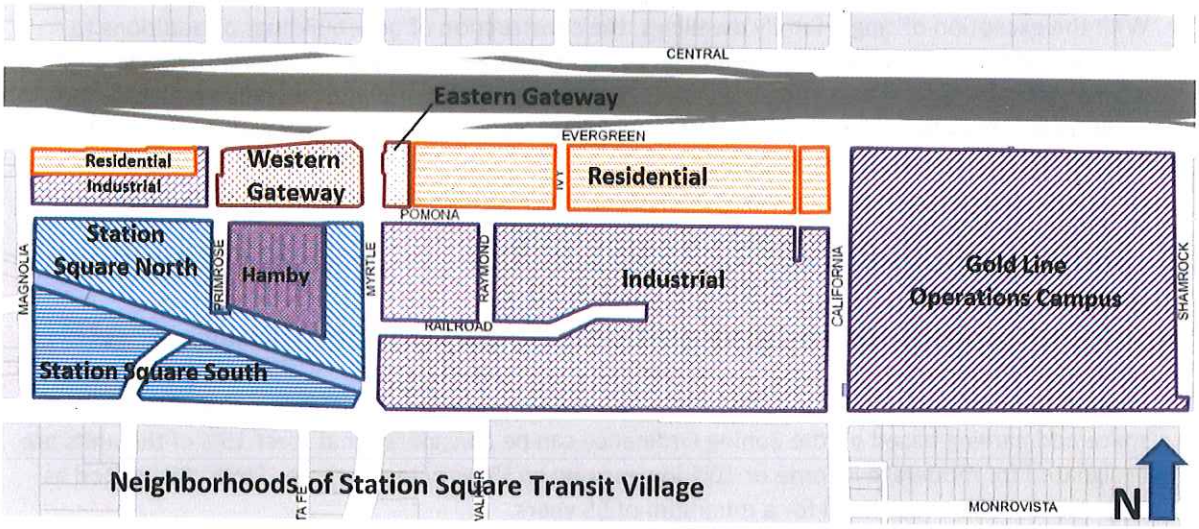
**Summary of Land Uses**

<u>Land Use</u>	<u>Maximum/Minimum Parameters</u>
Residential	<ul style="list-style-type: none"> <li>• 1,400 units – minimum</li> <li>• 3,600 units – maximum</li> </ul>
Commercial	<ul style="list-style-type: none"> <li>• 150,000 square feet – maximum</li> </ul>
Office, Light Manufacturing, Research & Development, Metro Gold Line Support Facilities	<ul style="list-style-type: none"> <li>• 850,000 square feet (combined of all four potential uses)</li> </ul>
Hospitality	<ul style="list-style-type: none"> <li>• 271 hotel rooms</li> <li>• 45,800 square feet ancillary uses</li> </ul>
Open Space	4.35 acres minimum area-wide; ratio of

	3.0 acres per 1000 new residents
Transit Station Parking	Parking to be provided per Gold Line agreement
Parking – All Others	Per Municipal Code, shared parking agreements and/or parking demand analysis.

**Specific Provisions by Neighborhood**

Recognizing that the Station Square Transit Village (Area PD-12) is a mixture of established neighborhoods, specific guidelines have been established for each neighborhood area that address and respond to the existing conditions and will allow for future development of various scales. Both the general guidelines and the specific guidelines apply to development within those neighborhoods for which specific guidelines are provided; to the extent there is a conflict between a general and specific guideline, the specific guideline shall control.



**Residential Neighborhoods**

1. Single family residential homes shall be treated as conforming uses and allowed to expand or redevelop subject to the RL development standards.
2. Lot consolidation for the purpose of new multifamily development is permitted subject to a conditional use permit and a subdivision map based on the following:
  - a. Property totaling less than two acres shall be subject to the RM/RH development standards based on the minimum lot sizes and dimensions of that zoning district.
  - b. Property totaling two acres or greater shall require approval of a specific plan and subject to the development parameters established for Station Square Transit Village (Area PD-12).
3. In addition to the notice of public hearing requirements in the Municipal Code, entitlements requests requiring a public hearing within the residential neighborhoods shall include the entire residential neighborhood.

**Hamby Park**

1. Existing legal uses shall be considered conforming. New uses shall be based on the BE Zone.
2. Incidental retail sales of products manufactured on site shall be permitted subject to a minor CUP.
3. No additional square footage shall be permitted without the provision of additional parking.

### **Station Square North**

1. Future uses permitted in this area are the Gold Line parking structure and other Gold Line related uses, public open space and high density residential and commercial uses.
2. The Historic Santa Fe Depot shall be restored and repurposed for a commercial or public use.

### **Station Square South (Duarte Road)**

1. Existing legal uses shall be considered conforming. New uses in existing structures and new construction shall be subject to the provisions of the BE Zone.
2. As an incentive to provide underground and/or structured parking as part of new development, an increase in FAR to 2.5:1 may be allowed.
3. The parking requirements of the Monrovia Municipal Code shall apply. Reduction in required parking is discouraged, however shared parking concepts may be considered.
4. Residential development or mixed use development that include residential uses shall be permitted on sites with a minimum size of two acres and will require approval of a specific plan.

### **Western Gateway (Myrtle/Evergreen/Primrose/Pomona)**

1. Existing legal uses shall be considered conforming. New uses in existing structures and new construction shall be subject to the provisions of the BE Zone.
2. Lot consolidation is encouraged.
3. New development shall have its primary orientation toward Myrtle and Pomona Avenues. The maximum building setback along Myrtle Avenue shall be five feet. Parking facilities adjacent to Myrtle Avenue are discouraged.
4. High-quality design ("signature architecture") shall be a primary consideration in the approval of new development.
5. As an incentive to provide underground and/or structured parking as part of new development, an increase in FAR to 2.5:1 may be allowed.
6. Residential uses (non-ground level) shall be permitted on sites with a minimum size of two acres only as part of a mixed use development and will require approval of a specific plan.

### **Eastern Gateway (Myrtle/Evergreen/Pomona/alley east of Myrtle)**

1. Existing uses shall be considered conforming. New uses in existing structures and new construction shall be subject to the provisions of the BE Zone.
2. Lot consolidation is encouraged.
3. New development shall have its primary orientation toward Myrtle and Pomona Avenues. The maximum building setback along Myrtle Avenue shall be five feet. Parking facilities adjacent to Myrtle Avenue are discouraged.
4. High-quality design ("signature architecture") shall be a primary consideration in the approval of new development.
5. As an incentive to provide underground and/or structured parking as part of new development, an increase in FAR to 2.5:1 may be allowed.
6. Expansion of Eastern Gateway may occur if:
  - a. The property is contiguous
  - b. Development is designed to minimize visual intrusion into adjacent neighborhood (e.g. stepped setback).

- c. Site is a minimum of 2 acres with approval of a specific plan.

### **Industrial Neighborhoods**

1. Existing legal uses shall be considered conforming. New uses in existing structures and new construction shall be subject to the provisions of the O/RD/LM and BE Zones.
2. Lot consolidation is encouraged.
3. New development with frontage on either Myrtle Avenue or California Avenue shall be oriented toward those streets. The maximum building setback along Myrtle Avenue shall be five feet. Parking lots adjacent to Myrtle Avenue are discouraged.
4. As an incentive to provide underground and/or structured parking as part of new development, an increase in FAR to 2:5:1 may be allowed.
5. Mixed uses that include a residential component may occur in appropriate locations with the approval of a specific plan.

### **Gold Line Operations Campus**

1. Existing buildings can be occupied by uses as defined in the zoning ordinance for the M Zone.
2. The Gold Line Operations Campus is a permitted use.