

700 South Myrtle Avenue Specific Plan



Monrovia, California

700 South Myrtle Avenue Specific Plan

PREPARED FOR:

City of Monrovia



Prepared by:

MetroPlan, LLC

2411 Second Avenue
San Diego, CA 92101

Entitlement History
700 South Myrtle Avenue
Specific Plan

Recommended for Approval
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City of Monrovia City Council
November 15, 2005
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Approved by the Planning Commission
October 11, 2006

Specific Plan Amendment No.1

Planning Commission Action
To be added
Date

City Council Action
To be added
Date

City of Monrovia

700 South Myrtle Avenue Specific Plan

Acknowledgments

City Council

Mayor Rob Hammond
Mayor Pro-Tem Mary Ann Lutz
Council Member Tom Adams
Council Member Joe Garcia
Council Member Dan Kirby

Planning Commission

Maria Guerra
Eric Abe
William Beebe, Chair
Eric Faith, Vice-Chair
Don Theall
Ed Zoolalian
Glen Owens

City Staff

Scott Ochoa, City Manager
Alice G. Griselle, Director of Community Development
Steve Sizemore, Planning Division Manager
Craig Jiminez, Senior Planner

Project Team

John Barone, Woodford Associates
Robert Laing, Barratt Urban Development
Jason Armison, Barratt Urban Development
Rich Miller, MetroPlan, LLC.
Jirair Garabedian, KTG Y Group, Inc.
Bryan Sevy, KTG Y Group, Inc.
Lee Jaeger, Fuscoe Engineering
Ron Izumita, Ima Design Group
Ann Cutner, Ima Design
Janice Chung, Ima Design

City of Monrovia

700 South Myrtle Avenue Specific Plan Amendment No. 1

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Maria Guerra
Susannah Cupp, Vice-Chair
William Beebe
Tom Blank
Eric Faith
Glen Owens, Chair
Brad Palfrey

City Staff

Scott Ochoa, City Manager
Alice G. Griselle, Director of Community Development
Steve Sizemore, Planning Division Manager
Craig Jimenez, Principal Planner

Project Team

Jim Brooks, Urban Housing Group
Dan Deibel, Urban Housing Group
Don Dreusike, Urban Housing Group
Rich Miller, MetroPlan, LLC.
Jirair Garabedian, KTG Y Group, Inc.
Shawn Webb, KTG Y Group, Inc.
Lee Jaeger, Fuscoe Engineering
Ann Cutner, Ima Design
Ron Izumita, Ima Design
Robert Davis, RBF

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Introduction

Purpose

The 700 South Myrtle Avenue Specific Plan provides for the creation of a mixed-use project consisting of 163 multi-family residential units and retail/ commercial use on an approximately 3.01-acre site located on South Myrtle Avenue in the City of Monrovia.

Objectives of this specific plan document include:

- Determining the appropriate location, maximum intensity and mix of land uses;
- Establishing a comprehensive regulatory framework for redevelopment of the site;
- Guiding the character of the development to ensure that improvements are of the highest quality; and
- Conforming to State laws and local ordinances and policies for the preparation of specific plans.

Authorization

The 700 South Myrtle Avenue Specific Plan provides for the orderly and coordinated development of the property consistent with Sections 65450-65457 of the California Government Code and the City of Monrovia Zoning Ordinance (Title 17). This Specific Plan will act as a bridge between the policies of the General Plan and the proposed project. It is a comprehensive self-contained document that establishes detailed regulatory controls and implementation programs.



The 700 South Myrtle Avenue Specific Plan provides for the orderly and coordinated development of the property consistent with Sections 65450-65457 of the California Government Code and the City of Monrovia Zoning Ordinance

The location of the planning area between the Old Town District and Station Square offers the opportunity to extend the legacy of the past while offering a gateway to the future.



Station Square Rendering

As required by California law, a specific plan must contain:

1. "...A text and diagram or diagrams which specify all of the following in detail:

- *The distribution, location and extent of the uses of land, including open space, within the area covered by the plan.*
- *The proposed distribution, location and extent and intensity of major components of public and private transportation, sewerage, water, drainage, solid waste disposal, energy and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.*
- *Standards and criteria by which development will proceed and standards for the conservation, development and utilization for land resources, where applicable.*
- *A program of implementation measures including regulations, programs, public works projects and financing measures necessary to carry out paragraphs 1, 2 and 3 above.*

2. ...a statement of the relationship of the Specific Plan with the General Plan."

Vision Statement

A vision for the **700 South Myrtle Avenue** is integrally linked to community aspirations for the redevelopment project area. The location of the planning area between the Old Town District and Station Square offers the opportunity to extend the legacy of the past while offering a gateway to the future.

Throughout the country, communities are trying to create or emulate the type of environment and lifestyle that is found in Monrovia. The Congress for the New Urbanism was founded to "advocate the restructuring of public policy and development practices to support the following principles that are evident in the City of Monrovia: Neighborhoods should be diverse in use and population;

- Communities should be designed for the pedestrian and transit as well as the car;
- Cities and towns should be shaped by physically defined and universally accessible public spaces; and
- Community institutions urban places should be framed by architecture and landscape design that celebrate local history, climate, ecology, and building practice."

Advocates of New Urbanism, and other related planning movements such as Smart-Growth, Neo-Traditionalism, or Transit-Oriented Development would compliment the continuing efforts of the City to achieve these goals.

Monrovia has a timeless quality. It has remained a small town within the larger Los Angeles metropolitan area. The extraordinary success of the community results from continually referencing, adapting and extending the past. This lesson is critical for redeveloping the **700 Block of South Myrtle Avenue**..

The overall vision for the specific planning area promotes the transformation of an aging, industrial use to a new pedestrian/transit oriented mixed-use community that is



Myrtle Avenue – Christmas 1951

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seamlessly integrated into Monrovia. Components of the vision include:

- Conveniently located housing that offers residents the opportunity of walking to shops, restaurants, movies, parks, the library and other services.
- Live/work units that are contemporary reminders of the shopkeeper units of the past.
- Easy and direct access to public transit reducing a reliance on the automobile.
- A design theme reflected in buildings, plazas, landscaping materials and artwork that fully evokes the heritage of Monrovia

Fundamental Principles

Guiding the specific plan are statements that establish a foundation for development of the property. These principles reflect the overall vision for the project.

1. “Create a Sense of Place” by transforming the site from an older, industrial building to a new mixed-use community consisting of multi-family and retail/commercial use
2. Encourage a culture of “Smart Growth” by promoting pedestrian and transit use by linking the **700 Block** to the Monrovia Old Town District and the Transit Center/Gold Line Train Depot
3. Enhance the economic and social vitality of Old Town by adding residents that will participate in a variety of activities throughout the day
4. Act as a catalyst spurring redevelopment of older, underutilized areas between the Foothill Freeway (I-210) and Old Town
5. Maintain strong and positive relationships to the district and neighborhood by respecting and understanding the context
6. Improve the sense of arrival along Myrtle Avenue from the I-210 to the Old Town District
7. Ensure the design character of any new private and public improvements respects the historical village-like “Main Street” character of Old Town
8. Implement the concepts articulated by the Urban Land Institute (ULI) Study
9. Provide shared public/private parking that supports Old Town, the Friday Night Family Festival, special civic events and activities
10. Produce significant property tax increment revenues for the Monrovia Redevelopment Project Area without receiving any financial assistance from Federal, State or local sources

The Site and Context

Regional and Local Setting

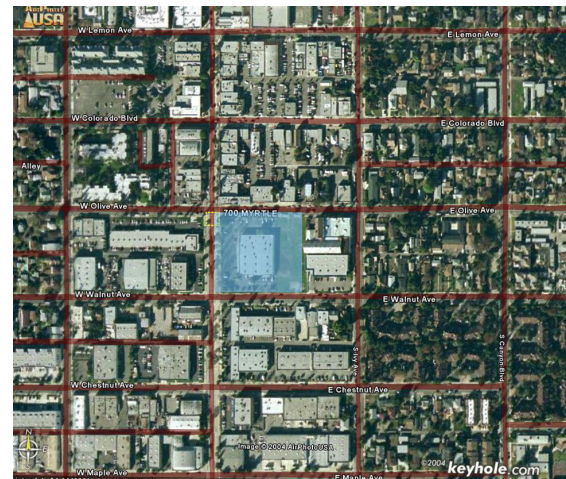
As illustrated, the approximately 3.01-acre portion of the 700 Block of South Myrtle Avenue is regionally situated in the City of Monrovia, approximately 20 miles northeast of downtown Los Angeles at the base of the Sierra Madre mountain range. Located within the San Gabriel Valley, Monrovia is approximately 10 miles from the City of Pasadena. Freeway access is from the I-210 (The Foothill Freeway), which provides service to the City of Pasadena and City of Los Angeles and connects to San Bernardino County. More specifically, the site is north of Walnut Avenue, east of South Myrtle Avenue and south of Olive Avenue within the Monrovia Redevelopment Area (Exhibit 2).



Historical Background

For numerous years, the Neff Instrument Corporation has been designing and manufacturing high performance data acquisition equipment for companies such as Boeing North America, Ford Motor Company, General Motors, Honeywell and General Electric on the 700 Block of South Myrtle Avenue.

The community surrounding the specific plan area has a long and storied history. “The Best of Times: Celebrating the 30th Anniversary of Redevelopment in Monrovia 1973-2003” a publication of the redevelopment agency provides an excellent history of downtown Monrovia. Monrovia was originally founded May 17, 1886 and incorporated a year later as the fourth city in Los Angeles County. By 1910, Monrovia was a regional commercial center, with businesses supporting farms, homes and industries. The Pacific Electric Red Cars were routed through Monrovia through Los Angeles and inter-city transportation was a key component of a booming economy. One of the original Red Car stops was located within the specific planning area at the corner of South Myrtle Avenue and Olive Avenue.



Site Location



One of the original Red Car stops was located within the specific planning area at the corner of South Myrtle Avenue and Olive Avenue.

The “Gem City of the Foothills” prospered through World War II. However, changes in housing, shopping and transportation patterns throughout the country resulted in the growth of new suburbs at the expense of Main Streets. By the late 1960’s and 1970’s, downtown Monrovia was in disarray. The “worst of times” in Monrovia was marked by high commercial vacancy rates, low-end negative-image businesses, increasing crime, declining neighborhoods and conditions that qualify as blighted. The Pacific Electric Red Cars, which had served the community well for many years transporting visitors and residents from Los Angeles to downtown Monrovia stopped service.

It was evident that revitalization efforts were essential to save the City. In 1973, the City of Monrovia established a redevelopment project area to take advantage of tax increment revenues to eliminate blight, preserve neighborhoods, improve and add infrastructure. The now legendary first plan for the area, drawn on the back of a pizza box, envisioned a number of concepts that are still valid today:

- A smaller, remodeled downtown with a major anchor at Foothill Boulevard and new close-in housing with enough residents to support the district’s retail and service businesses.
- Creation of a general industrial/office area on both sides of South Myrtle Avenue, replacing the southern half of downtown.
- A sub-regional shopping center and hotel to anchor the western end of Huntington Drive as it crossed under the I-210 Freeway.
- Office and technology development to clean up East Huntington Drive and bring more and higher-paying jobs to the community.
- Diversification of the community’s businesses to stabilize Monrovia’s tax base during the down times inherent in economic cycles.
- Well-planned and affordable housing throughout the community to rejuvenate Monrovia’s neighborhood and attack the root causes of blight, decay and crime.

Creating a new Monrovia was a daunting but ultimately rewarding effort that has resulted in the creation of the Old Town District as a thriving destination point and the conversion of East Huntington Drive into a high-tech corridor. In 1995, Monrovia was bestowed the honor of becoming an "All American City" by the National Civic League, recognizing 20 years of revitalization excellence.

Vision 2000 and a recently completed Urban Land Institute Study, as discussed below, offer new suggestions for Monrovia to continue building on the legacy of redevelopment.



Profile of the City of Monrovia

The City of Monrovia covers 13.7 square miles and is nearing a population of 40,000 residents. The municipality has a City Council/City Manager form of government and offers a full-range of public services. The community is culturally diverse with a 43% minority population and has an average income of \$65,000. The average household size is 2.71 people per household with a median age of 36.

The median owner occupied housing value in March 2005 was \$499,000 with approximately 45% of the city's housing stock being constructed before 1970. The community is largely built-out and residential construction has mainly consisted of the conversion of one or two-lot home sites into multi-family developments of four to 12 dwelling units. Based on Census Bureau Data, population growth is expected to increase only slightly and the amount of available vacant land will decline.

Monrovia is a regional business hub because of its location in the heart of the Los Angeles Basin, proximity to the freeway system and past performance in the marketplace. The community has a diverse, balanced and successful local economy that includes businesses from small independent family operated stores to national corporate headquarters. Monrovia has a hotel and restaurant district, an entertainment, dining and shopping district, an auto row, a large high-tech research-





development and manufacturing sector and is home to major regional retail centers.

Urban Land Institute Study

The Urban Land Institute (ULI) is a 22,000-member non-profit research and education organization that promotes responsible leadership in the use of land in order to enhance the total environment. In February 2004, ULI convened an Advisory Panel of experts in the real estate field to interact with the community in an intensive five-day period and provide their insights into redevelopment opportunities for Monrovia.

The ULI Advisory Panel Report for Monrovia California (Station Square and the Myrtle Avenue Corridor) memorializes the concepts and suggestion that were an outgrowth of their visit.

The final report noted the following:

Guiding Concepts ULI Study

- Acknowledge and rely on the city’s fortunate circumstances to create future opportunities
- The four disjointed districts along Myrtle Avenue (Old Town Extension, Crossroads District North, Crossroads District South and Station Square) should evolve into four districts of distinction defining the gateway to Monrovia.
- New development in these districts of distinction should support a sustainable lifestyle
- Change is inevitable; watch for market shifts and be ready to adapt.
- Avenue fun and create fun places.

Guiding Goals ULI Study

- Preserve and enhance the character of Monrovia.
- Create more green spaces and enhance civic spaces
- Create an attractive and welcoming entryway to Monrovia
- Ensure that Monrovia neighborhoods and districts are pedestrian friendly
- Provide a variety of housing types in the city.
- Develop multi-family residential uses designed to safeguard the character of existing single-family communities.
- Provide alternative transportation modes throughout the city and especially to connect Old Town with Station Square.
- Unify and enhance existing neighborhoods.
- Ensure that parking is adequate and convenient.

Existing Land Use

The 700 Block of South Myrtle Avenue is surrounded by existing urban use. At present, the site (Assessor Parcel Numbers 8516-032-33, 34, & 35) which is situated on the western two-thirds of the block, includes the Neff Instrument Corporation and an adjacent vacant lot. South of the property along South Myrtle Avenue are older, partially vacant multi-tenant industrial/commercial buildings. East of the site along Ivy Avenue are research and technology/warehousing buildings. Comparable land uses are directly across South Myrtle Avenue to the west. North of Olive Avenue is the start of retail uses in the Old Town District.



Circulation and Mass Transit

Located along the 210 Freeway, Monrovia has direct and easy access to the San Gabriel and San Fernando Valleys, Long Beach and the Inland Empire. Providing convenient highway travel the 210 Freeway intersects Monrovia with the 605 Freeway immediately to the east, connecting the city to the full metropolitan freeway system and transcontinental highways.

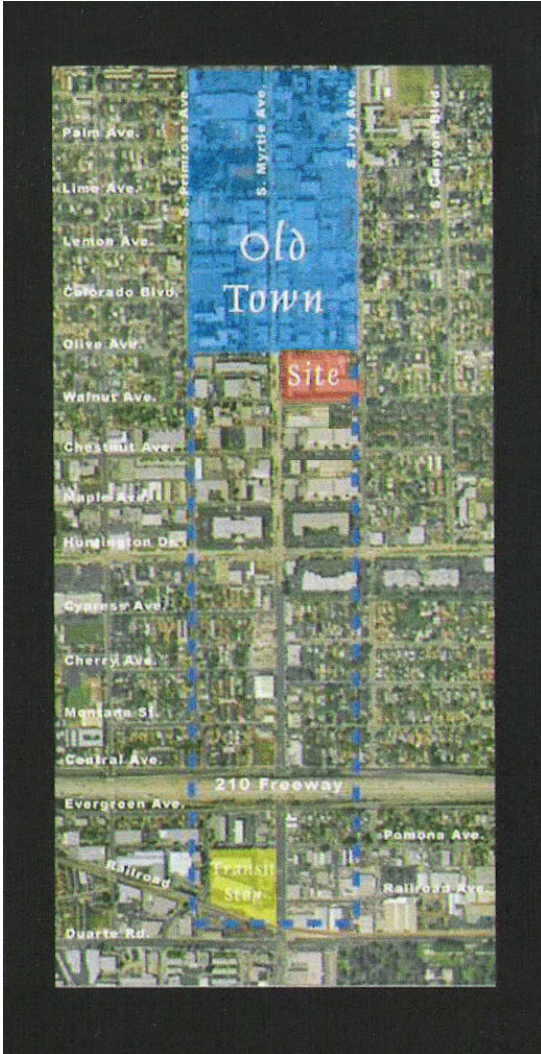
Monrovia has an extensive transit system including the Monrovia Trolley, the Foothill Transit, MTA and Monrovia Transit Bus lines. A Transit Village to be built around the historic train depot will provide for the extension of the Gold Line across the Foothill Corridor.

At present, the site...which is situated on the western two-thirds of the block, includes the Neff Instrument Corporation and an adjacent vacant lot.

Opportunities

The opportunities presented by the site include the following attributes:

- A parcel of land that is of sufficient size (3.01 acres) to accommodate a significant development without difficulty assembly problems,
- The presence of an active redevelopment project area,
- The benefit of being strategically located between the Old Town District and Station Square,
- Proximity to established urban services such as libraries, schools and parks,
- Proximity to the multi-modal transportation facility,
- Allows for new residents to remain in Monrovia for shopping, entertainment and other important services.
- An inviting pedestrian environment, and
- Neighboring uses that are compatible with the property.



Land Use

A mixed-use concept for the site best promotes the overall values of the community. Block 700 will offer multi-family residential use (up to 54 du/ac) and retail/commercial uses along South Myrtle Avenue. Combining these project components will offer:

- An appropriate transition between existing employment uses along South Myrtle Avenue and the Old Town District,
- Housing for young professionals, first-time buyers, retirees, home-owners seeking to down-size and those looking for small-town living in an urban environment,
- An arrangement that eliminates commute time by providing the opportunity for both living and working at the same location, and
- A complement rather than competition for commercial uses in the Old Town District.

Existing General Plan Land Use Designation

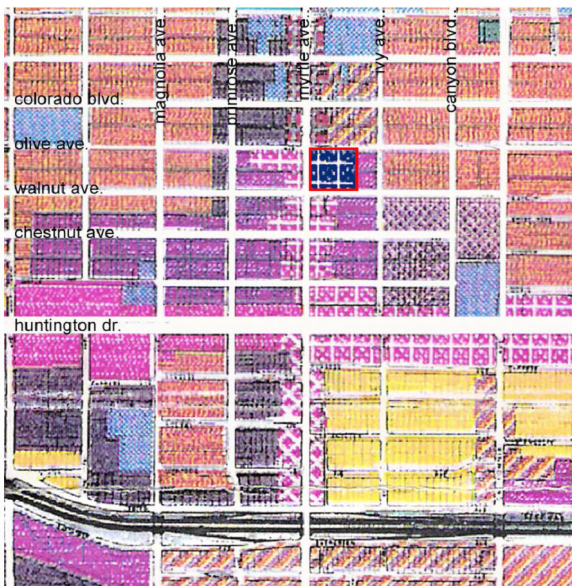
The existing City of Monrovia General Plan land use designation O/RD/LM (Office/Research and Development/Light Manufacturing) for the site reflects the historical use of the property by the Neff Instruments Corporation. A request has been made to amend the Monrovia General Plan to show a SPA (Specific Plan Area) land use designation for the property included within this document. The specific plan will govern land uses for the site. The exhibit on the opposing page illustrates the change proposed for the land use plan.






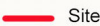
Proposed Land Use Designation

The 700 South Myrtle Avenue Specific Plan provides for the development of a mixed-use project as follows:

Table 1: Land Use Summary



LEGEND

-  Office/Research and Development/Light Manufacturing
-  Regional/Subregional Commercial
-  Specific Plan
-  Site

Proposed General Plan Land Use

Land Use	SPA	Multi-Family	Other
Acres	3.01	-	-
Maximum Residential Density		54	-
Total Dwelling Units		163	-
Maximum Square Feet Non – Residential		-	6,000*/**
<p>* Excludes approximately 3,378 square feet dedicated to a Leasing/Management Office, Lobby, Lounge and Fitness Center. (For tenants i.e. non-public)</p> <p>** The ground floor of designated retail/commercial spaces will be restricted to uses permitted by Table 2 of this document.</p>			

Land Use Components

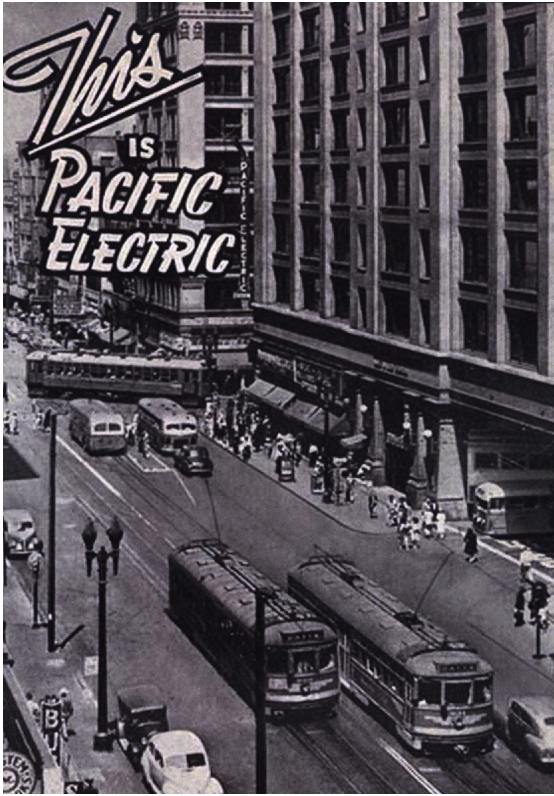
The three components of the mixed-use project are multi-family residential, retail/ commercial.

Multi-Family Residential

The land use plan provides for the development of multi-family housing within a maximum density of 54 dwelling units per acre.

Multi-Family Residential Principles

- Provides floor plans ranging in size from approximately 720-1,200 square feet
- Offers several floor plan options
- Allows for a shared parking concept that supports Old Town
- Provides a commercial appearance along the first floor of South Myrtle Avenue; a residential appearance along Walnut Avenue (except for the parking structure) and Olive Avenue (except for the retail/commercial space along the plaza).
- Includes inviting plazas and courtyards
- Complies with the detailed design guidelines included as part of this specific plan



Retail/ Commercial

A focal point of the project is the retail/commercial space at the project’s most visible location (the corner of South Myrtle Avenue and Olive Avenue). A plaza has been designed to create an inviting area that will appeal to residents and the public. The balance of the ground level on South Myrtle Avenue will be devoted to commercial uses and a leasing/management office and fitness center.

Retail/Commercial Principles

- Feature historically themed public art in the plaza
- Restrict uses in accordance with Table 2 of this document and the CC&R’s to be compatible with the residential component of the project and existing surrounding uses.

Development Regulations

This chapter contains specific detailed development regulations that govern the **700 Block**. In the event of a conflict between the Monrovia Zoning Code and the Specific Plan, the regulations contained within this document shall prevail. Title 17 (Monrovia Zoning Ordinance) shall govern areas not regulated by the Specific Plan, unless deviations are permitted from existing policies or regulations by the City of Monrovia in the approval of the Tentative Map, Conditional Use Permit or other discretionary permits required to implement this specific plan.

All construction and development within the Specific Plan Area shall comply with applicable provisions of the building code and the various related mechanical, electrical, and plumbing codes, the Subdivision Ordinance and any adopted Federal or State laws.

Use Regulations

Goals of the use regulations

- Create a positive mix of uses,
- Ensure the non-residential component of the project is compatible with the needs of residents,
- Acknowledge neighboring conditions,
- Require that designated special uses require Conditional Use Permits for increased oversight by the City,
- Allow the City a degree of flexibility in defining acceptable uses

Other similar uses may be permitted, if approved by the Development Review Committee (DRC) and the use is consistent with the Declaration of Covenants, Conditions and Restrictions for the project. If the DRC is unable to render an interpretation concerning use definition, the item will be referred to the Planning Commission with appeal rights to the City Council.

- P** Permitted
- P1** Permitted on the ground floor of dedicated retail/commercial space. Such uses may not involve any noxious, hazardous, toxic, caustic, explosive or corrosive fuel, gas or other substances fire explosion or other damaging or dangerous hazard including the storage or sale of explosives or fireworks. Uses that produce any noise or sound that is objectionable due to intermittence, beat, frequency, shrillness or loudness shall be prohibited.
- P2** Subject to approval by the City of Monrovia.
- X** Not permitted.
- X1** Any indecent or pornographic uses, massage parlor, adult bookstore, peepshow or any other similar store of club and any businesses devoted to sale of articles and merchandise normally used or associated with illegal or unlawful activities including, without limitation, the sale of paraphernalia used in connection with marijuana, cocaine or other controlled substances is not permitted.
- CUP** Subject to approval of a Conditional Use Permit by the City of Monrovia.
- CUP*** Allowed only on the ground floor of dedicated retail/commercial space subject to approval of a Conditional Use Permit by the City of Monrovia.

Table 2 provides a list of permitted uses, excluded uses and those subject to approval of a conditional use permit. Non-residential uses shall be limited to forms of commerce that do not generate an unreasonable amount of customers or client traffic. All uses shall be in conformity with this Specific Plan, applicable portions of the City zoning ordinance, regulations and permits as well as, the Declaration of Covenants, Conditions and Restrictions (CC& R's) recorded for the project. The City of Monrovia will enforce use requirements in perpetuity.

Table 2: Use Regulations

Residential	
Multiple Dwelling Units	P
Group Living Accommodations	X
Single Dwelling Units	X
Boarder & Lodger Accommodations	X
Fraternities, Sororities and Student Dormitories	X
Guest Quarters	X
Housing for Senior Citizens	X
Residential Care Facilities	X
Transitional Housing	X
Open Space / Agriculture	
Active Recreation	P
Passive Recreation	P
Agriculture	X
Agriculture-Related Business	X
Neighborhood Gardens	P
Institutional	
Cemeteries, Masoleums, Crematories	X
Churches and Places of Religious Assembly	X
Correction Placement Centers	X
Day Care	CUP
Educational Facilities	X
Exhibit Halls	X
Homeless Facilities	X
Hospitals/Care Facilities	X
Museums	X
Social Service Institutions	X
Communication/Satellite Antennas (serving only the project)	P
Communication/Satellite Antennas	CUP

(serving non-project areas)	
Offices	
Business and Professional	
▪ Accountants	P1
▪ Advertising agents	P1
▪ Analysts	P1
▪ Appraisers	P1
▪ Attorneys	P1
▪ Architects	P1
▪ Non-retail Artists	P1
▪ Authors	P1
▪ Bookkeepers	P1
▪ Consultants	P1
▪ Commercial Artists	P1
▪ Computer Specialists	P1
▪ Data Processors	P1
▪ Designers	P1
▪ Engineers	P1
▪ Financial Advisors	P1
▪ Graphic Designers	P1
▪ Insurance Agents	P1
▪ Investigators	P1
▪ Notary	P1
▪ Photographers	P1
▪ Professionals	P1
▪ Publicists	P1
▪ Real Estate Brokers	P1
▪ Researchers	P1
▪ Salespersons	P1
▪ Secretarial Services	P1
▪ Software Developers	P1
▪ Travel Agents	P1
▪ Teachers, Trainers or Tutors	P1
Government Offices	X
Medical, Dental & Health Practitioner	X
Commercial Vehicle Sales & Rental	X
Sex Offender Treatment & Counseling	X

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Commercial Services	
Building Services	X
Business Support	X
Dance Hall	X
Eating and Drinking Establishments (no venting)	P1
Dry Cleaning Facility or Store	X
Drug Paraphernalia Shops	X1
Employment Agency	X
Financial Institutions/ATM	P1
Funeral & Mortuary Services	X
Furniture Repair	CUP*
Gymnasium or Martial Arts Studio	P1
Maintenance and Repair (non-automotive)	CUP
Personal Services (Individuals Only)	CUP
Assembly and Entertainment	X
Adult Entertainment Establishments	X1
Bed & Breakfast Establishments	X
Boarding Kennels	X
Child Care Centers	CUP
Large Family Day Care Homes	CUP*
Small Family Day Care Homes	CUP*
Nightclub & Bars	X
Massage Establishments, Specialized Practice	CUP
Nail Salon	CUP*
Laundromat	X
Motorized Vehicle Repair Shop	X
Outpatient Medical Clinic	X
Pool Hall, Video Arcade, Betting Facility	X
Recycling Facilities	X
Sidewalk Cafes	CUP*
Storage Facility	X
Tattoo Parlors or Body Piercing	X
Theaters	X
Veterinary Clinics and Animal Hospitals	X
Establishment Maintaining or Keeping Animals	X
Visitor Accommodations	X
Watch/Clock Repair	P1

Sales	
Antique and Collectible Shops	CUP*
Art Galleries, Art Studio	P1
Automobile Supply/Parts	X
Bakery	CUP*
Barber Shop/Beauty Shop	CUP*
Bicycle Shop/ Rentals	CUP*
Blueprint and Copying	CUP*
Book Store, Newspaper/Magazine Stand	P1
Building Supplies and Equipment	X
Camera and Photography Shop	CUP*
Candy Store and Confectioneries	CUP*
Catering Services	X
Computer/Software Sales	CUP*
Curtain/Draperies Shops	CUP*
Electronic Parts	X
Food and Beverage	CUP*
Gift Shop/Greeting Cards	P1
Groceries	X
Hardware Store	X
Health Studio/Personal Training/Yoga Studio	P1
Hobby Shop	P1
Household Appliance Repair	CUP
Ice Cream Store	CUP*
Internet Sales	CUP
Jewelry Store	CUP*
Consumer Goods, Furniture, Appliances, Equipment	CUP*
Liquor Store	X
Locksmith	X
Messenger Service	X
Office and Professional Supplies	P1
Optician	P1
Paint, Glass and Wallpaper Store	X
Pet and Pet Supplies	CUP*
Photography Studio	CUP*
Picture Framing	CUP*
Postal Service	CUP*
Secondhand Surplus Store or Bankruptcy Sale	X
Shoe Repair	X
Sporting Goods Store	X
Tailor Shop	P!
Ticket Agency	X

Other similar uses may be permitted, if approved by the Development Review Committee (DRC) and the use is consistent with the Declaration of Covenants, Conditions and Restrictions for the project. If the DRC is unable to render an interpretation concerning use definition, the item will be referred to the Planning Commission with appeal rights to the City Council.

- P** Permitted
- P1** Permitted on the ground floor of dedicated retail/commercial space. Such uses may not involve any noxious, hazardous, toxic, caustic, explosive or corrosive fuel, gas or other substances fire explosion or other damaging or dangerous hazard including the storage or sale of explosives or fireworks. Uses that produce any noise or sound that is objectionable due to intermittence, beat, frequency, shrillness or loudness shall be prohibited.
- P2** Subject to approval by the City of Monrovia.
- X** Not permitted.
- X1** Any indecent or pornographic uses, massage parlor, adult bookstore, peepshow or any other similar store of club and any businesses devoted to sale of articles and merchandise normally used or associated with illegal or unlawful activities including, without limitation, the sale of paraphernalia used in connection with marijuana, cocaine or other controlled substances is not permitted.
- CUP** Subject to approval of a Conditional Use Permit by the City of Monrovia.
- CUP*** Allowed only on the ground floor of dedicated retail/commercial space subject to approval of a Conditional Use Permit by the City of Monrovia.

Toy Store	P1
Video Store	X
Cigar and Smoke Shop	X
Sundries, Pharmaceutical and Convenience Sales	CUP*
Wearing Apparel and Accessories	P1
Alcoholic Beverage Outlets	CUP*
Industrial	
Heavy Manufacturing	X
Light Manufacturing	X
Marine Industry	X
Research and Development	X
Trucking and Transportation	X
Mining and Extractive Industries	X
Newspaper Publishing Plant	X
Wrecking and Dismantling of Motor Vehicles	X
Wholesale, Distribution, Storage	
Equipment and Material Storage Yards	X
Moving and Storage Facilities	X
Warehouse	X
Other	
Clubhouse/Fitness Center	P1
Distillation or Refinery Facility	X
Open Air Markets	X
Kiosks / Pushcarts (Non-permanent structures)	CUP*
Home Occupations	P2
Leasing Office/ Management Office	P1
Model Home Sales / Home Decorating Center	P'
Signs	
Community Identification Signs	P2
Revolving Projecting Signs	P2
Signs with Automatic Changing Copy	X

Table 3 provides development regulations for the 700 Block.

Table 3: Development Regulations

Maximum Permitted Residential Density	54 du/ac
Maximum Non-Residential Sq. Ft	6,000*
Minimum Lot Area	1 acre
<i>Lot Dimensions</i>	
▪ Minimum Lot Width (ft)	None
▪ Minimum Street Frontage (ft)	None
▪ Minimum Lot Depth (ft)	None
<i>Setback Requirements</i>	
▪ Minimum Front Setback (ft)	0
▪ Maximum Front Setback (ft)	15
▪ Minimum Street Side setback (ft)	5**
▪ Minimum Rear Setback (ft)	5
Maximum Building Height	60***
Maximum Number of Stories	5
Maximum Site Coverage	75%
Maximum Floor Area Ratio (excluding the parking garage)	3.0
Parking	2.5 spaces per dwelling unit****
<p>* Excludes 3,378 square feet which will be dedicated to a Leasing/Management Office, Lobby, Lounge and Fitness Center.</p> <p>**Balconies, stairs, towers, stoops and architectural projections may encroach up to 50% of the setback.</p> <p>***Excluding non-habitable areas</p> <p>****All parking will be provided consistent with Table 5. Parking spaces may be 9 feet x 19 feet.</p>	

Mobility

Mobility Overview

The design of the **700 Block** is intended to take advantage of the existing multi-modal opportunities within the area. In addition to an existing grid street network and pedestrian walkways, the planning area is within approximately one-half mile of several bus routes and within one mile of the future Transit Center. By incorporating multi-family residential, and retail/commercial space into a pedestrian-oriented, compact site, the **700 South Myrtle Avenue Specific Plan** will promote alternative forms of mobility near Monrovia’s Old Town district and reduce dependency on the automobile.

*By incorporating multi-family residential units and retail/commercial space into a pedestrian-oriented, compact site, the **700 Block Specific Plan** will promote alternative forms of mobility near Monrovia’s Old Town district and reduce dependency on the automobile.*

Mobility Principles

- Provide for a full range of vehicular, transit, biking and pedestrian options
- Reduce reliance on automobiles
- Fit seamlessly into the existing grid pattern of streets and sidewalks
- Encourage transit and pedestrian use
- Mitigate potential traffic impacts resulting from the project
- Satisfy the parking needs of the project while allowing spaces to be used by visitors to Old Town

Pedestrian Circulation

There are currently sidewalks along Olive Avenue, Walnut Avenue and South Myrtle Avenue. Buildings will be oriented toward the street with patios connecting to walkways. The on-site walkways will connect to public sidewalks along Olive Avenue, Walnut Avenue or South Myrtle Avenue. A pedestrian access/breezeway is also provided from South Myrtle Avenue to the internal courtyard and parking.



Existing Vehicular Circulation

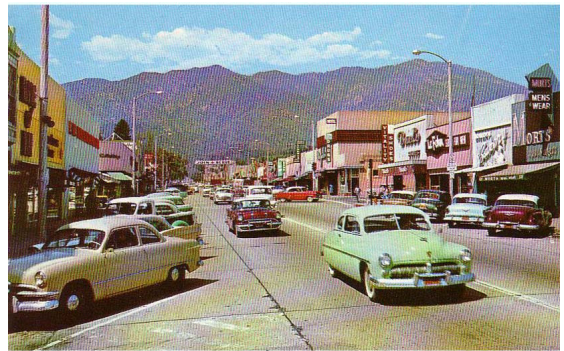
The specific planning area is bounded by Olive Avenue on the north, Walnut Avenue to the south, South Myrtle Avenue to the west and Ivy Avenue to the east. Olive Avenue and Walnut Avenue are classified as Local Streets with one lane in each direction. Ivy Avenue is classified as a Collector with one lane in each direction. South Myrtle Avenue is classified as a Primary Arterial and is the primary link between Interstate 210 and downtown Monrovia. The cross section design of South Myrtle Avenue varies as described below:

- South of Maple Avenue: Myrtle Avenue is constructed with four travel lanes.
- Between Maple Avenue and Olive Avenue: South Myrtle Avenue has three travel lanes (two northbound and one southbound).
- North of Olive Avenue: South Myrtle Avenue has one lane in each direction.

Other streets within proximity to the site include: Colorado Boulevard, Chestnut Avenue, Huntington Drive, Central Avenue and Evergreen Avenue. The **700 Block** is approximately 3,000-feet north of Interstate 210.

On-Site Vehicular Circulation

The proposed project will take access from one driveway on Walnut Avenue, which will be controlled by a stop sign at the driveway exit. The project driveways will have one lane inbound and one lane outbound due to the relatively low peak hour trips generated by the project. The project driveway would connect with an internal parking structure for residential, commercial and guest parking. All on-site circulation is designed to provide adequate sight-distances, turning movements, capacity requirements and to comply with the fire code.



The traffic impact analysis identifies several mitigation measures to restore level-of-service operations to “without project conditions” or better.

Traffic Impact Analysis

A May 2005 traffic analysis has been prepared evaluating the potential impacts of the proposed project. Development of the **700 Block Specific Planning Area** is forecast to generate a net increase of 885 daily trips, with 64 trips occurring in the a.m. peak hour and 77 trips occurring in the p.m. peak hour.

While the existing number of trips generated by the Neff Instrument Corporation were deducted from the total number of trips, it is important to note the current use is far below the highest activity level that could occur in the building. If the existing office land use were to operate at full capacity, the net increase in trips due to the proposed project would be close to negligible.

The study evaluated existing conditions, Horizon Year 2010 without project conditions and Horizon Year 2010 with project conditions. In compliance with the Los Angeles County Congestion Management Plan, all intersections where the proposed project could potentially add 50 or more peak hour trips were included in the analysis.

Mitigation Requirements

The original traffic impact analysis identifies several mitigation measures to restore level-of-service operations to “without project conditions” or better. These improvements include:

- Ivy Avenue/Huntington Drive- Stripe the southbound approach of the intersection with a lane geometric that has one shared left-turn/through lane, one right-turn lane.
- Myrtle Avenue/Chestnut Avenue- Install a traffic signal at the intersection.

Although the intersection of Myrtle Avenue at Chestnut Avenue met only one of the six warrants that were used for the analysis, a traffic signal was recommended at the

intersection of Myrtle Avenue/Chestnut Avenue rather than Ivy Avenue/Huntington Drive because:

- During both the a.m. and p.m. peak hours, most of the westbound minor street approach volumes are through and left-turn volumes, and although the majority of eastbound minor street approach volumes are right-turns, the through volumes are substantial as well.
- Signalization would improve the safety conditions of left turning or through vehicles at the minor approaches of the intersection
- Although the westbound approach volumes do not meet any of the signal warrants, the eastbound approach experience the highest delay at the intersection. Signalization would improve the p.m. peak hour delay from LOS F to LOS A.
- Signalization of this intersection would complement the proposed extension of the Old Town District by providing a protected pedestrian crossing across Myrtle Avenue. Signal spacing along Myrtle Avenue would be favorable with almost equal distance to Olive Avenue and to Huntington Drive.
- With a signal at Chestnut Avenue area traffic would likely redistribute toward Chestnut/Myrtle and away from Ivy/Huntington.

Revised Traffic Study

In July 2007, an updated traffic report was prepared to evaluate if the proposed amendment to the specific plan would create any new or additional impacts or require further mitigation. The analysis identified that the amended project would generate a net increase of 139 daily trips, with 7 occurring in the a.m. peak hour and 12 occurring in the p.m. peak hour.

The revised traffic study concluded that changes in the project would not result in any new significant impacts at the study intersections nor require any changes in the previously recommended improvements to mitigate the impacts at the intersection of Myrtle Avenue/Chestnut Avenue and Ivy Avenue/Huntington Drive.



Existing Off-Site Parking

Non-metered on-street parking is permitted on Walnut Avenue, Ivy Avenue and Olive Avenue. Parking is not permitted on South Myrtle Avenue. Parking is restricted Friday from 3:30 to 10:30 pm on Olive Avenue from Myrtle Avenue to Ivy Avenue. Existing on-street parking is unrestricted and available to adjacent properties.

Within the perimeter of the specific planning area there are approximately 66 on-street parking spaces as described below:

Table 4: Available Off-Site Parking

Location	Spaces
North Side of Olive Avenue	21
South Side of Olive Avenue	5
West and East Sides of Ivy Avenue	15
North Side of Walnut Avenue	7
South Side of Walnut Avenue	18
Total	66

On-Site Parking

On-site parking will be available within a parking structure and along the street. The following table summarizes the parking to be provided:

Table 5: On-Site Parking

Shared Parking	61
Resident Parking	330
Street Parking (Retail/ Commercial)	17
Total	408 (2.51 spaces per DU)

Approximately 61 of the spaces will be made available within the parking structure for visitors to the Old Town District.

Existing Transit Service

The Metropolitan Transit Authority (MTA) and the Foothill Transit Service (FTS) provide bus service within Monrovia and to other destinations. MTA Routes 177 and 270 and FTS Routes 187 and 494 are within one-quarter mile of the **700 Block** Project. FTS Route 184 has a bus stop at the **700 Block** Project near the intersection of South Myrtle Avenue and Olive Avenue.

Future Transit Service

In February 2005, construction started on a Multi-Modal Transit Center at the site of the historic train depot near the intersection of Myrtle Avenue and Duarte Road. The almost 80-year old depot will be restored and will be the centerpiece of Phase One, serving as a transit store and waiting area. Funding for the \$4.7 million dollar project is by Foothill Transit, the City of Monrovia, the Metropolitan Transit Authority and a grant from the Great America Station Foundation

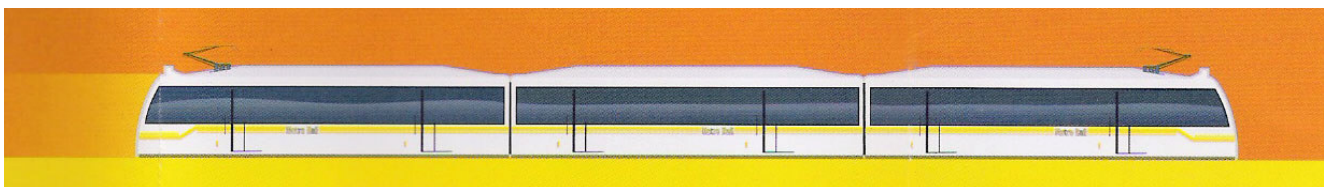


The first phase of the transit center will accommodate 205 parking spaces for a park-and-ride lot on the west side of Myrtle Avenue, between Pomona Avenue and the depot area. The new park-and-ride lot will also contain sufficient space for a bus turn-around and layover accommodations for Foothill Transit and Metropolitan Transit Authority buses and a proposed fixed-route trolley to be added in the future. Shuttle service will operate from the site to the Gold Line station in East Pasadena.

Site improvements for the transit center will include security cameras, benches, public art, lighting, trash receptacles, bicycle lockers, landscaping and restroom facilities.

To facilitate bus movement on Myrtle Avenue, the traffic signals at Railroad Avenue Duarte Road, Evergreen Avenue and Central Avenue will be coordinated through Intelligent Transportation Systems (ITS) signal synchronization optimization for safety and traffic flow.

The second phase of the project includes a Gold Line Light Rail System stop adjacent to the depot and a new mixed-use “transit village”. The Metro Gold Line Construction Authority was formed in 1999 to design and build a light rail line from Los Angeles to Montclair. The first phase connects the cities of Los Angeles, South Pasadena and Pasadena. The Metro Gold Line links commuters to the regional transportation network at Union Station in downtown Los Angeles. The Foothill Extension of the Metro Gold Line will continue to the cities of Arcadia, Monrovia, Duarte, Irwindale, Azusa, Glendora, San Dimas, La Verne, Pomona, Claremont and Montclair. Construction for extension of the 24-mile line is anticipated to begin in Spring 2009 with service to Monrovia anticipated in 2011.



Public Facilities and Services

As an urban in-fill project, all established public facilities and services are currently available in proximity to the **700 Block**. The City of Monrovia during the review of the Tentative Subdivision Map will either require focused technical studies and/or identify necessary public infrastructure improvements. Assurance will need to be given by the applicant that all public facilities and services will be provided commensurate with need

Water Service

Monrovia Wells, the City’s major source of water supply is located in the central portion of the San Gabriel Basin, one of the best water producing areas in Southern California. Through membership in the Upper San Gabriel Valley Municipal Water District, the City is also a member of the Metropolitan Water District of Southern California and is connected to the upper feeder tunnel, thus insuring the availability of imported water, if necessary. All water in the City’s system is chlorinated

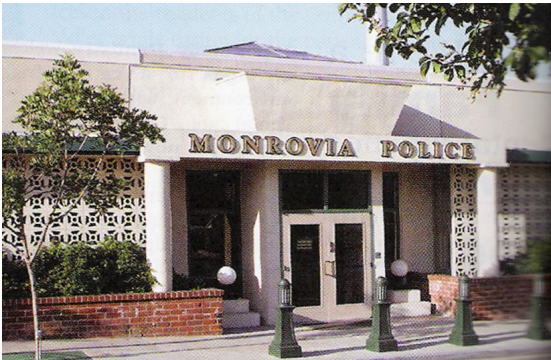
Monrovia’s water distribution system consists of 5 individual, but interconnected zones. Water is pumped in stages from reservoirs in the lower zones into the higher zones. Eight-inch water mains in Walnut Avenue, Olive Street and Ivy Avenue are adequate to serve the proposed mixed-use project.

Sanitary Service

Public sewer mains exist on three sides of the site including a 10-inch line in Walnut Avenue, a 12-inch line in Myrtle Avenue and an 8-inch line in Olive Street. All sewer service will be gravity flow and be treated by the Los Angeles County Sanitation Districts 15 and 22 at either the San Jose Creek or the Whittier Narrows Water Reclamation Plants. Sufficient capacity exists within the conveyance system and the two plants to accommodate buildout of the proposed project.



Storm Drains



The site does not currently include any drainage improvements. Run-off water sheet flows on to adjacent streets and proceeds into curbs and gutters. The proposed project will direct all roof drains to landscape areas. Parking garage runoff will be collected, cleaned and outletted onto Walnut Avenue to sheet flow to Myrtle Avenue and south to the catch basins located on each side of the street.

Electrical, Gas, Telephone & Cable Television

Services will be provided by the following entities:

- Electric-Southern California Edison,
- Gas-The Gas Company,
- Telephone-GTE/Verizon, and
- Cable Television-Adelphia Cable.



Police Service

The Monrovia Police Department provides a full range of programs including Community Activist Policing, Neighborhood Partnerships, Anti-Truancy, High Risk Offenders, Drug Abuse Resistance Education (DARE), Parenting Workshops, Stop Gun Violence Bounty, Safe City Safe Campus and many more. The Police Department operates from their headquarters located at 140 E. Lime Avenue.

Fire & Emergency Services

Monrovia is a full service department providing fire/rescue services; paramedic provided medical care, disaster preparedness, fire inspections, public education and specialty teams.



The department covers 13.7 square miles that encompasses a mixture of residential, commercial, industrial and brush interface area. The Monrovia Fire Department serves a resident population of over 40,000 and weekday population that more than doubles in size. Two fire stations house 2 engine companies, 2 paramedic squads, and a Battalion Chief. The first response would be from the fire station located at 141 E. Lemon Avenue, which is less than one-quarter of a mile from the site. Emergency response times to the proposed development will be acceptable given the proximity of the fire station to the site.

Library

The Monrovia Library, which is a member of the Library of California and the Metropolitan Cooperative Library System, offers a full-range of services from a location along Myrtle Avenue near Lime Avenue and Palm Avenue in Library Park. The Monrovia library is serving a population that has almost doubled in size since its construction and the existing library facility, built to house 50,000 volumes, has a collection of over 120,000 volumes.

Monrovia is in need of a library that is adaptable to the many changes in library services and technology that have occurred. To better serve the changing needs of Monrovia, a new facility is being planned. In 1999, the Mayor and City Council appointed a Library Task Force to complete a needs assessment and a building program for the new library. Documents that will allow the city to apply for construction funds from the California State Library Bond Act have been submitted.

The new library will be designed to meet the growing needs of Monrovians today and in the future. It is intended to be the city's cultural center, responding to the informational, educational, cultural and recreational needs of all residents and community members.



Public Schools

The Monrovia Unified School District will offer educational services and facilities to the **700 Block** for students from Kindergarten through 12th grade. The District has an Early Learning Center housing a Child Development Program, a Pre-K Program and a full Kindergarten Program. The District also has five elementary schools: three of which are Kindergarten through 5th grade, and two of which are 1st grade through 5th grade, two middle schools, one comprehensive high school, one continuation high school, one alternative program campus, which houses an Independent Study Program, a Home Study Program, and an Opportunity Program, as well as a large, active adult education program.



It is not anticipated the project will generate a significant amount of students because the proposed product type generally appeals to young working professionals and empty nesters. Monrovia Unified Schools that would serve the district include Monroe Elementary School, Clifton Middle School and the Monrovia High School. Monrovia High School has been honored as a California Distinguished High School.

The applicant for the project will be paying state-mandated school impact fees to the Monrovia Unified School District.

Solid Waste Collection

The City of Monrovia's residential waste hauler, Athens Services, collects recyclable materials at the curbside that are placed in a container used for commingled recycling. The containers are provided by Athens at no additional cost to residents with curbside service. Materials to be placed in the recycling container include paper, cardboard, glass, plastic containers, aluminum, tin, metals and telephone directories. The applicant shall submit a trash generation study. The location of trash containers will be closely coordinated with the City and their contractor to ensure that enclosures are screened and accessible for weekly pickups.

Park & Recreation

The Community Services Department offers a variety of activities and recreation programs. Several parks are located near the specific planning area including:

- Monrovia Library Park – The 13-acre park located on South Myrtle Avenue. at Lime Avenue includes: picnic tables, ADA approved drinking fountains, ADA approved playground equipment, and band shell.
- Recreation Park – Located at 620 South Shamrock Avenue at Lemon Avenue, facilities include: barbecues, picnic tables and shelter, drinking fountains, ADA approved playground equipment, restrooms, baseball field, tennis courts, hardcourt (basketball, roller hockey and skateboarding), and sand volleyball court.
- Olive Avenue Park – Facilities include: picnic tables and shelter, drinking fountains, and ADA approved playground equipment.



City Park

Community Design Guidelines

The basic guidelines provided in this chapter are conceptual in nature. Development Plans, concurrently submitted in conjunction with the Specific Plan, provide more detail concerning site planning, architecture, grading, landscaping, and signage.

Urban Design Principles

A primary principal of these guidelines is that all the elements within the specific planning area maintain a visual and spatial cohesiveness and unity of character. An overriding goal of the **700 South Myrtle Avenue Specific Plan** is to preserve and enhance the traditional values of the community in every detail- great or small.

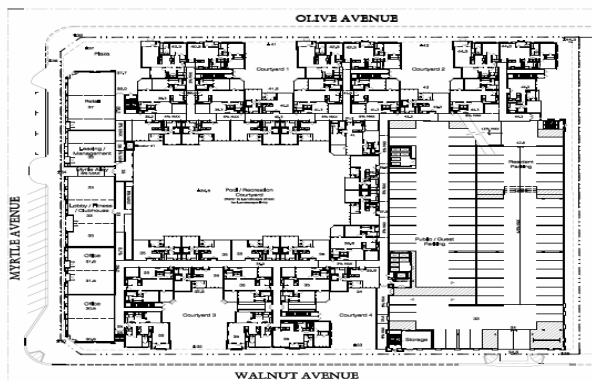
Site Planning

A site plan illustrating the placement of buildings, parking, and circulation including ingress and egress points can be found on the following page

Design Criteria

- Locate buildings with a direct and positive relationship to the street
- Limit non-residential space/restrict uses on South Myrtle Avenue to complement rather than compete with the commercial/entertainment nature of the Old Town District
- Create a residential presence along Olive and Walnut Avenues.
- Reserve sufficient area to create interesting spaces such as the plazas at South Myrtle Avenue and Olive Avenue and South Myrtle Avenue and Walnut Avenue.
- Provide private themed courtyards and plazas accessible from major pedestrian walkways each with a distinctive theme.

- Establish a series of focal points that create identity while extending the legacy of the Old Town District
- Provide building setbacks commensurate with an urban setting
- Limit the number of access points for automobiles into the parking garage
- Maximize the number of pedestrian openings without compromising the security of residents
- Promote pedestrian use by conveniently locating access to city sidewalks
- Offer a landscape buffer for adjacent development to the east.
- Provide a combination of decorative Juliettes, patios, and balconies to provide private open space
- Avoid placing parking directly along major streets
- Screen parking by the use of plant materials
- Provide sufficient areas between surface parking and other buildings to create an amenity
- Reconfigure South Myrtle Avenue to have provide both parallel and diagonal parking
- Locate trash enclosures within the parking garage, screened from public and private views
- Provide bicycle storage areas
- Offer Outdoor lighting that is aesthetic and non-obtrusive



Building Forms

The four elevations of the building and colors are depicted in on pages 37 and 38.

Design Criteria

- Provide for architectural forms that are inspired by the character of the existing Old Town District
- Avoid long, uninterrupted stretches of buildings along the street frontages of Walnut and Olive Avenues
- Maintain a clear visual distinction between street level and upper floors
- Step buildings at upper levels
- Break up the mass of buildings with a variety of materials and colors, the placement of openings and architectural elements
- Maintain a coherent pattern of building entrances along the sidewalk face and be clearly visible from the street.
- Use building forms to define the edge of street corridors and provide a comfortable pedestrian environment
- Maintain the horizontal alignment of building windows, corridors and roof lines

South Myrtle Avenue and Olive Avenue Elevations

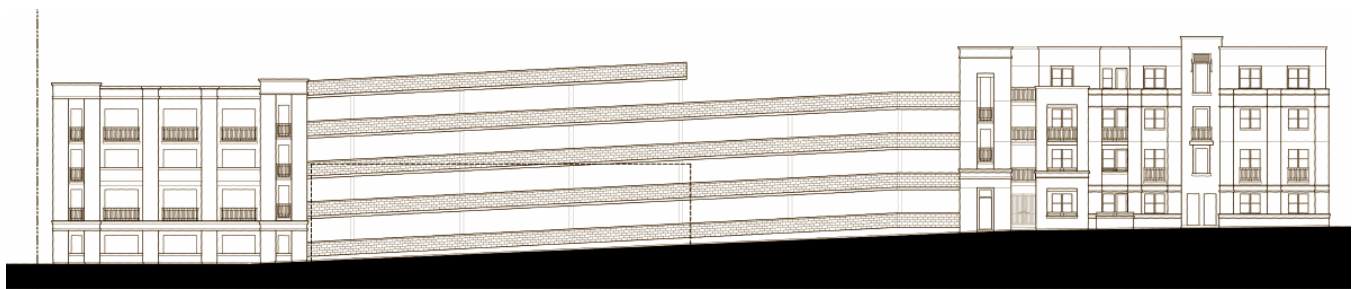


Building Facades

Design Criteria

- Reflect a coordinated design concept by treating all façade equally
- Incorporate the use of historical materials such as brick
- Employ colors that are representative of the Old Town District
- Use rich and durable materials
- Create a strong base of the building, particularly along South Myrtle Avenue, by the use of colors, materials and elements that create and modulate scale, massing, pattern, and rhythm
- Create a commercial appearance for the ground-floor along South Myrtle Avenue by using commercial glass and signage
- Provide balconies, decorative Juliettes and architectural detailing for interest
- Maximize privacy by the placement of windows
- Provide façade projections and recesses

Walnut Avenue and East Elevations





Roof Forms

Design Criteria

- Screen mechanical equipment from public view

Landscape Design Guidelines

Landscaping Principles

- Apply the goals and objectives of the ULI Study:
 - Preserving a sense of neighborhood
 - Creating memorable spaces
 - Designing for pedestrians
 - Using structured parking
- Continue the historic, eclectic landscape
- Celebrate the historic connection of Myrtle Avenue to the Pacific Electric Railway

Landscape Concept

The primary objective of the landscape concept for the **700 Block** is to continue the existing character of the Monrovia Old Town District, which can be characterized as “California Eclectic”. The diverse nature of existing plant materials is due in part to a Southern California climate that is hospitable to a wide variety of plant species.



Streets

South Myrtle Avenue



1217

South Myrtle Avenue will continue the same mixture of trees occurring in existing portions of downtown Monrovia. The trees are arranged informally and interspersed with California perennials and ground covers. The planting palette provides for the following species.

Trees:

Pinus canariensis	Canary Island Pine	24” Box
Liquidambar styraciflua	Sweet Gum	24” Box
Jacaranda mimosifolia	Jacaranda	24” Box
Platanus racemosa	California Sycamore	24” Box
Cupaniopsis anacardioides	Carrot Wood	24” Box

Olive Avenue

Olive Avenue will be planted with a single row of evergreen street trees about 20’ on-center with California perennials and ground covers below.

Tree:

Cinnamomum camphora	Camphor Tree	24” Box
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Walnut Street

Walnut Street will have a single row of Magnolias about 20 feet on-center with California perennials and ground covers below.

Tree:

Magnolia grandiflora	Magnolia	24”Box
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Entry Alley

The pottery at the Entry Alley will create a passage and convenient link between the Old Town and the project site. Planters and lush, attractive plant compositions will soften the architecture and form a unique, vibrant and pedestrian friendly space.

Gateway Feature

Decorative hardscape, plant materials and a subtle monument sign will provide a gateway to the project area and the Old Town District.

Plaza

The plaza, located at the corner of South Myrtle Avenue and Olive Avenue, will be a focal point of the project because of its prominent location. All paving and site furniture will also be themed historically. Additional information regarding the public arts program is contained in the following sections of this chapter.

Tree:

Schinus molle	California Pepper	36” Box Specimen
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Orchard Terrace

Orchard Terrace, located in the heart of the project, provides a remarkable visual impact on the entire project composition. This vital and relaxing space will feature Old California Mission heritage planting along with classical amenities and ornamental shrubs.



Native California Courts

Live Oak Court

Live Oak Court, along Olive Avenue, will present California Oak Woodland native planting along with some drought tolerant shrub massing.

Tree:

Quercus agrifolia	California Live Oak	24" Box
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Sycamore Court

Sycamore Court will feature riparian character along with some ornamental planting.

Tree:

Platanus racemosa	California Sycamore	24" Box
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Agave Court

Agave Court, on the other side of the project, will contrast with the Sycamore Court theme. This space will present drought tolerant composition, native to the California Desert Region.

Tree:

Prosopis chilensis	Chilean Mesquite	24” Box
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California Pepper Court

California Pepper Court, connected through the passage with Agave Court, will feature California Coastal Region planting, along with some ornamental planting.

Tree:

Schinus molle	California Pepper	24” Box
---------------	-------------------	---------



Landscape Screening

Landscape screening on the eastern perimeter wall will be a combination of Bamboo and evergreen shrubs, groundcovers and vines.



Street Furnishings

All street furnishings shall be consistent with the existing trash receptacles and benches used in Old Town.

Art in Public Places

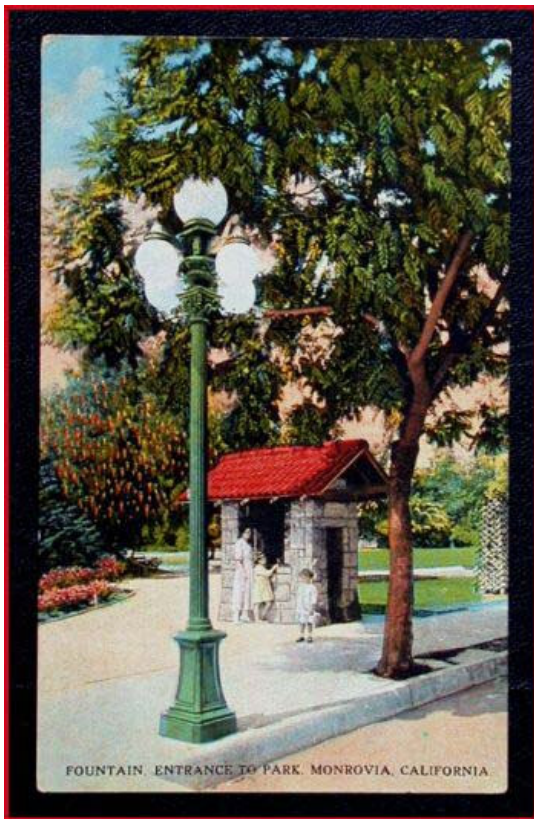
The City of Monrovia has adopted an “Art in Public Places Ordinance” (Chapter 15.44 of the City of

Monrovia Municipal Code). The public artwork requirement for a project may be satisfied by:

1. Donating a public artwork to the city,
2. Installing a public artwork on private property,
3. Paying an in-lieu art fee, or
4. Constructing on-site improvements in accordance with a disposition and development agreement with the Monrovia Redevelopment Agency.

The public art component will be an important aspect of the proposed project. Rather than paying an in-lieu fee, the applicant for the project plans to retain a public art consultant to provide an original creation that reflects the history of the site as a stop for the Pacific Red Car. If the value of the public artwork used to satisfy the requirement is less than the amount of the applicable in-lieu fee (calculated at 1% of the project cost), then the difference will be paid to the City and deposited in the Art in Public Places Fund.

An application will be made to the Community Services Director for approval of an installation of public artwork in accordance with Section 15.44.070 of the Municipal Code prior to the issuance of a grading or building permit.



Signage

A complete signage program will be developed for the project and will be submitted to the Development Review Committee for approval. The signage program may include the following types of signs; wall, projecting, fabric awning, banner, neon, marquee, hanging, window, plaque, address, tenant directory, ground/monument, sidewalk signs, freestanding signs. Overhang signs shall be encouraged. The following type of signs will not be permitted: interior illuminated boxed display signs, changeable letter signs, pole signs, off-premise signage including billboard signs, and signs not directly related in front of a related business and roof signs.

All signage must comply with all requirements of the City of Monrovia Zoning Ordinance, and the Signage Program contained in the CC&R's.



Implementation

Chapter 8 provides a description of the regulatory review process for the **700 Block**. The project will be developed as one phase, given the size and nature of the proposal.

The applicant for the project is concurrently processing applications and requesting approvals for the following discretionary actions:

- General Plan Amendment to change the land use from Office/Research and Development/Light Manufacturing to Specific Plan Area,
- Rezoning the property from O/RD/LM (Office/Research and Development/Light Manufacturing) to Specific Plan Area,
- Adoption of **700 South Myrtle Avenue Specific Plan**,
- Conditional Use Permit, and
- Tentative Subdivision Map

The referenced discretionary actions were approved by the City Council on November 15, 2005. The Specific Plan Amendment is accompanied by a Conditional Use Permit Amendment and Tentative Tract Map Amendment.

Participants in the Regulatory Process

City Council

The City Council is empowered by the Monrovia Municipal Code to certify the environment document prepared consistent with the California Environmental Quality Act and approve, approve with conditions or deny the project approvals requested for the **700 South Myrtle Avenue** Planning Area.

Planning Commission

*T*he role of the Planning Commission is to advise the City Council and administer the city's zoning ordinance. After a thorough and detailed review of all aspects of the project, the Planning Commission is authorized to make recommendations to City Council regarding the project.

Other Review Bodies

Development Review Committee

The Development Review Committee (DRC), which is composed of City Staff members, provides a comprehensive in-depth technical review of the project for consistency with City policies and regulations. The DRC recommendations are transmitted to both the Planning Commission and City Council.

Monrovia Endowment for the Arts

The Monrovia Endowment for the Arts, established by the City Council, will be responsible for reviewing the application for installation of public art on private property. The recommendation of the endowment group is provided to City Council, which makes the final determination of the suitability of the work and the provisions of the conditions of approval for the project.

Specific Plan Amendments

Approval of this specific plan by the City Council is considered acceptance of the general framework and specific development standards contained within the **700 South Myrtle Avenue Specific Plan**. Although it is not anticipated that Specific Plan Amendments will be necessary because the project will be developed in one phase, the following section describes a process for changes, in the event a request is made.

As determined by the Community Development Director, any substantive changes will require a Specific Plan Amendment. Substantive changes include:

- An increase in the number of dwelling units
- An increase in the amount of square feet devoted to non-residential use.

- Any uses that would increase traffic beyond the amount considered by the environmental review associated with the Specific Plan,
- Any proposed expansions of the geographic area included in the Specific Plan and/or
- Any departures from the design guidelines that significantly change the overall character or appearance of the project.

The Development Review Committee may approve minor modifications including but not limited to the aesthetics of the building, landscape/hardscape without a SPA amendment.

A proposed amendment to the Specific Plan shall reflect the comprehensive analysis which has been undertaken in the adoption of the Specific Plan and shall require additional environmental review. As a condition of consideration for any amendment to the Specific Plan it shall be the applicant's responsibility to:

1. Demonstrate the proposed amendments will meet the goals and objectives of the Specific Plan and the General Plan,
2. Update any technical studies and/or provide additional environmental studies as determined by the Community Development Director, and incorporate all mitigation measures into the project design, and
3. Provide a revised Specific Plan text and map (where relevant) which reflects the amendment requested.

Prior to the City Council, the Planning Commission shall review and make recommendations. Amendments to be approved must be consistent with the General Plan and the goals and standards addressed by this document.

Severability

*T*his Specific Plan is considered to be severable. If any part, sentence, paragraph, section or clause is adjudged invalid, the remainder of this specific plan shall not be

affected. If any part, sentence, paragraph, section or clause of this specific plan, or its application to any person or entity is adjudged unconstitutional or invalid, such unconstitutionality or invalidity shall affect only such part, sentence, paragraph, section or clause of the specific plan or such person or entity and shall not affect or impair any of the remaining provisions, sections, sentences, paragraphs, sections or clauses of this plan, or its application to other persons or entities.

Specific Plan Enforcement

*A*ny violation of this Specific Plan is also considered to be a violation of the City of Monrovia Zoning Code and is subject to the enforcement provisions contained in Title 17.

CEQA Compliance

*T*he City of Monrovia is defined as the lead agency under the California Environmental Quality Act (CEQA) because it has the principal responsibility for approving the proposed **700 Block** development. Prior to an approval of a project within the specific planning area, the City Council will be required to certify the associated environmental document.

CEQA Monitoring Program

*T*he Public Resources Code, Section 21081.6 requires public agencies to adopt a reporting or monitoring program to ensure that mitigation measures adopted pursuant to the California Environmental Quality Act are implemented. Prior to a Certificate of Occupancy for Buildings, the City Community Development Director shall confirm that the mitigation measures from the environmental document have been implemented in accordance with the approved plans.

Appendices

Conformity of Specific Plan to the Monrovia General Plan

LAND USE ELEMENT		
Policy Number	Policy Summary	Conformance
1.1	Establish density standards for all land uses	Specific Plan includes density standards
1.2	Refine standards on an ongoing basis	Policy is advisory to City
1.3	Establish maximum development intensities	Specific Plan includes development standards
1.4	Encourage high density near downtown, commercial and transit	Project is a higher density residential project and near downtown and bus service routes
1.5	Allow mixed use along existing transit corridors	Project provides residential and mixed-use units near bus routes
1.6	Promote a variety of housing types	Project provides an additional product type
1.7	Provide for commercial use locations	Commercial/Retail Uses included
1.8	Conduct commercial market studies	NA Policy is advisory to City
1.9	Develop higher density residential near employment centers	Project provides higher density residential near downtown, commercial and industrial uses
1.10	Provide balance of land uses	Project increases needed housing stock
1.11	Encourage jobs and housing balance	Project provides needed housing stock
1.12	Develop residential housing related to public facilities and services	Urban-infill with established public facilities and services
1.13	Consider impact on housing when evaluating rezoning residential uses	Project rezones industrial use to residential
2.1	Assure land uses are consistent with infrastructure and public services	Specific Plan and infrastructure indicate that public services are adequate
2.2	Encourage coordination of development with provision of schools	Development will pay appropriate school fees
2.3	Require new development pay pro rata share of services	Development will pay appropriate share for services
2.4	Explore feasibility of providing land or in lieu fees for park and recreation facilities	Development will pay appropriate park and recreation fees
2.5	Where appropriate, require developers to pay for studies to determine project's impacts to infrastructure capacity	Traffic impact report has been prepared. Impacts to other infrastructure are not anticipated to be significant
3.1	Assure adequate parking for all residential developments	Traffic impact report includes study of parking
3.2	Where feasible preserve integrity of block frontage by providing alleys	Project has limited driveways and preserves block frontages
3.3	Blend Medium and High Density development with existing neighborhoods by encouraging PUD	Specific Plan establishes policies and guidelines similar to a PUD
3.4	Evaluate underdeveloped residential neighborhoods for the appropriateness for a change to a lower density.	NA Existing zone is Industrial
4.1	Require that new developments in established neighborhoods consider the established architecture, patterns, materials, and scale in the vicinity	Specific Plan establishes policies and guidelines that ensure compatibility with existing neighborhoods
4.2	Require new development to be compatible with the	Specific Plan establishes policies and

	neighborhood	guidelines that ensure compatibility with existing neighborhoods
5.1	Consider impacts of new development on infrastructure	Traffic impact report has been prepared. Impacts to other infrastructure are not anticipated to be significant
5.2	Include Railroad Avenue. in a Planned Development Area	NA Project is outside of Railroad Avenue
5.3	Establish land use categories that adequately distinguish between commercial and industrial uses	NA Project is not commercial or industrial
6.1, 6.2, 6.3	Residences near 210 Freeway or railroad tracks shall be sound attenuated	NA Project is approximately 3000-feet north of the 210 Freeway
6.4	Evaluate impact of new industrial uses on residential uses	NA Project is not industrial
6.5	Evaluate impact of new commercial uses on residential uses	The specific plan restricts uses to promote compatibility of various land uses
7.1	Encourage redevelopment within designated areas	Project is redevelopment of underutilized industrial site.
7.2	Enforcement of existing City codes to promote property maintenance and parking	NA Policy is advisory to City
7.3	Provide financial assistance to eligible commercial properties	NA
7.4	Create design guidelines for all Myrtle Avenue facing properties between Olive and Foothill Freeway	Specific Plan includes design guidelines
7.6	Santa Fe Depot vicinity policy	NA
7.7	West Huntington Drive policy	NA
7.8	Industrial policy	NA
7.9	East Duarte Road policy	NA
7.10	Myrtle Avenue between Duarte and southern city limits policy	NA
7.11	Planned Development area policy	NA
8.1, 8.2, 8.3, 8.4, 8.7, 8.8, 8.9, 8.10	Policies that relate to developing an economic development strategy for certain areas or the entire city.	NA. These policies are advisory to the City. Project is outside of the limits of the areas identified.
8.5	Provide a mix of land uses to encourage jobs/housing balance	Project provides residential. Commercial/retail space
9.1, 9.2	Policies related to adoption of historic preservation and funding mechanisms	Existing building is not historic. Art work to include historic references.
9.3	Evaluate development standards to ensure compatibility with existing development	Specific Plan provides development standards that are compatible with existing development
9.4	Evaluate design guidelines to ensure compatibility with existing development	Specific Plan provides design guidelines that are compatible with existing development
9.5	Policy related to Santa Fe Depot	NA
9.6, 9.7	Policies related to preserving historic qualities of neighborhoods	Existing building is not historic. Art work to include historic references.
9.8	Continuation of streetscape patterns	Specific Plan includes landscape and streetscape design guidelines
9.9, 9.10, 9.11, 9.12	Policies related to historic sites and structures	Existing building is not historic. Art work to include historic references.
10.1	Hillside Development Policies and Standards	NA. Project site is infill on level lot

10.2	Develop tree planting program for all parkways	Project provides street trees in designated parkways
10.3	Study the need for additional open space in new multi-family development	Recreational amenities are provided.
10.4	Encourage public parks near residences	NA. Policy is advisory to City.
10.5	Prevent development near hazard zones	NA. Project is not near identified hazard zones.
10.6	Encourage water and energy conservation	Project will be designed with water and energy conservation features to meet or exceed California Title 24
10.7	Require hiking and horse trails in hillsides	NA. Policy applicable to projects near hillsides or open space
10.8, 10.11	Develop landscape guidelines for new development	Specific Plan includes landscape guidelines
10.9	Require efficient irrigation systems	Landscape guidelines require efficient irrigation systems
10.10	Determine need for additional bike routes	NA. Policy is advisory to City.
10.12, 10.13	Policies related to solid waste and recycling	Project provides adequate storage space for recycling and waste
10.14	Consider noise impacts to residential and other noise-sensitive uses	Noise study has been prepared
10.15	Implement Oak Tree Preservation Ordinance	No native oaks on site
11.1	Require major commercial and industrial projects to include open space	NA. Project is mixed-use with a small commercial component. Internal open space is provided
11.2	Review park fee and dedication schedules	NA. Policy is advisory to City
11.3	Prohibit development in significant habitat areas	NA Project is redevelopment infill. No sensitive habitats on site.
11.4	Consider requiring integration of existing mature landscaping	Planting per Landscape Plan
12.1	Explore means to acquire additional parkland	NA Policy is advisory to City
12.2	Maintain or increase multi-family residential recreation space	Recreational amenities provided.
12.3	Explore joint use of school properties for park and recreation	NA Policy is advisory to City
13.1-13.7	Policies related to larger Commercial and Industrial development	NA.
14.1-14.7	Policies related to public participation	Project will be subject to City public noticing and public hearing requirements
15.1	Ensure sufficient residential development to accommodate housing needs	Project provides 163 additional units
15.2	Coordinate the planning of future development with transportation and transit facilities	Project is near existing bus routes and within 1-mile of future transit center
15.3	Development shall provide adequate parks and open space per the City Council and Recreation/Open Space Element	Project will pay appropriate fees for parks and recreation
15.4	Provide adequate infrastructure per the City Council and Public Services/Conservation Element	Traffic impact report has been prepared. Impacts to other infrastructure are not anticipated to be significant
15.5	Provide adequate schools as multi-family residential areas are developed	Project will pay appropriate school fees

15.6	Coordinate historic preservation with City Council and Seismic Safety Element	NA Project is not historic
	<i>CIRCULATION ELEMENT</i>	
Policy Number	Policy Summary	Conformance
1.1-1.11	Policies related to minimizing traffic congestion on arterial and collector streets	Traffic impact report has been prepared
2.1-2.18	Policies related to provide a system of local streets and alleys	Project does not propose new streets. Traffic Impact Report is included
3.1-3.10	Policies related to street improvements and enforcement for traffic safety	NA Policy is advisory to City
4.1-4.17	Policies related to encouraging and improving public transportation	NA Policy is advisory to City
5.1-5.7	Policies related to truck routes	Traffic impact report has been prepared Project will not generate additional truck traffic
6.1-6.12	Policies related to bike routes and pedestrian travel el	Project will provide interconnected sidewalks
7.1	Policy related to streets in hillside development	NA Project is infill on a flat site
8.1	Review and revise parking requirements as necessary to meet parking demand	Traffic impact report and parking study has been prepared for project indicating parking is adequate
8.2	Require new development provide parking in compliance with Zoning Code	Traffic impact report and parking study has been prepared for project indicating parking is adequate
8.3	Encourage employers to include parking provisions	NA Project incorporates parking for non-residential uses.
8.4	Facilitate development of parking facilities	Traffic impact report and parking study has been prepared for project indicating parking is adequate
8.5, 8.6	Establish parking lot assessment districts	NA Policy is advisory to City
8.7	Plan for adequate parking for all schools	NA Policy is advisory to City
8.8	Study the need for developing a parking assessment fee for business that intensify parking demand	NA Policy is advisory to City
8.9	Review parking requirements based on SCAQMD and ADA guidelines	NA Policy is advisory to City
8.10	Implement parking management programs specified in AQMP	NA Policy is advisory to City
9.1-9.10	Policies related to the support and development of regional transportation including light-rail and bus service	NA Policy is advisory to City
	<i>HOUSING ELEMENT</i>	
Policy Number	Policy Summary	Conformance
1.1	Continue to permit specified area of the City for mixed-use (high-density residential, retail and/or office)	Project provides higher density residential and commercial/retail space.
1.2	Encourage the public and private sectors to assist in the production of housing	Project provides a total of 163 residential and live/work units
1.3, 3.10	Monitor all regulations, ordinances, processing procedures and fees related to the construction of dwelling units to assess their impact on housing costs	NA Policy is advisory to City

1.4	Ensure that infill development is compatible in design with existing neighborhood character	Specific Plan provides development standards and design guidelines to ensure compatibility with the neighborhood
1.5	Encourage protection of residential neighborhoods from excessive noise	Noise study has been prepared
1.6	Coordinate new residential construction with the provision of infrastructure and public services	Traffic impact report has been prepared. No other impacts to infrastructure are anticipated
1.7	Encourage the use of energy conservation devices	Project will be designed to include energy conservation measure that meet or exceed California Title 24
1.8	Locate higher density development close to public transportation	Project provides higher density residential near bus routes and within 1 mile of future transit center
1.9	Encourage the provision of recreation facilities within multiple family developments	Recreational amenities are provided.
2.1	Where developed areas are deteriorating, the City shall encourage the revitalization of those areas	Existing project site is underutilized industrial site. Project will help revitalize neighborhood
2.2	Assist property owners in rehabilitating dwelling units and improving residential neighborhoods by providing financial and technical assistance	NA Policy is advisory to City
2.3	No policy listed	NA
2.4	Educate property owners about the benefits of using design and materials consistent with the character of the residence and neighborhood	NA Policy is advisory to City
2.5	Encourage the retention of existing single-family neighborhoods that are economically sound	NA Project site is industrial use
2.6	Review development standards for multifamily projects ensuring compatibility with adjacent uses	Specific Plan provides development standards and design guidelines to ensure compatibility with the neighborhood
2.7, 3.14	Monitor and project the supply of affordable housing by enforcing existing deed restrictions, subsidizing units that convert to market rate, discourage the sale of future affordable units and condominium conversions, and support programs for the rehabilitation of affordable housing. Prevent first buyer speculation of newly constructed housing affordable to low and or moderate income households	NA Policy is advisory to City. Project is market rate housing
2.8	Consider providing rental subsidies	NA Policy is advisory to City. Project is market rate housing
2.9	Protect existing stabilized residential neighborhoods from the encroachment of incompatible or disruptive land uses	Existing project site is underutilized industrial site. Project will help revitalize neighborhood
2.10	Encourage and support efforts of local homeowners associations to improve the appearance of residential neighborhoods	NA Policy is advisory to City
2.11	Use redevelopment or other means to remedy severely blighted conditions	Existing project site is underutilized industrial site. Project will help revitalize

		neighborhood
2.12	Pursue the removal of existing substandard or deteriorated dwelling units which can not be economically or physically rehabilitated	NA Policy is advisory to City
2.13	Provide technical assistance to property owners in evaluating needs and designing improvements	NA Policy is advisory to City
2.14	Encourage and assist in establishing economic development corporations to strengthen the role of business and industry in residential development	NA Policy is advisory to City
2.15	Develop standards for new development with emphasis on design to minimize criminal activity	Specific Plan includes design guidelines.
2.16	Improve gateways to the City with landscaped medians and parkways	NA Policy is advisory to City.
3.1	Encourage homeownership opportunities for those who work or live in Monrovia	NA Policy is advisory to City
3.2	Promote the development of new housing affordable to a variety of income groups in accordance with RHNA	NA Policy is advisory to City
3.3	Cooperate with the Los Angeles County Housing Authority in placing Section 8 certificates in the community	NA Policy is advisory to City
3.4	Encourage both the private and public sectors to produce housing affordable to lower incomes, and the needs of disabled, elderly, large families, female-headed households and homeless.	NA Policy is advisory to City. Project is market rate housing
3.5	Require that low and moderate income housing not be concentrated in any single portion of the city	NA Policy is advisory to City
3.6	Coordinate with local social service providers to address the needs of Monrovia's homeless population	NA Policy is advisory to City
3.7	Target a portion of Redevelopment Agency money for large family households	NA Policy is advisory to City
3.8	Encourage support services for the elderly by providing in-home care, meal programs, and counseling	NA Policy is advisory to City
3.9	Regulate the development of new residential projects to provide a reasonable balance of ownership and rental opportunities and a variety of dwelling types	NA Policy is advisory to City. Project is market rate housing
3.11	Implement streamlined development permit review with priority for projects that include low to moderate income units	NA Policy is advisory to City
3.12	Use a combination of regulatory and financial incentives to encourage the construction of residential development which meets the needs of those with specialized housing requirements	NA Policy is advisory to City
3.13	Provide density bonuses or other incentives to developers of residential projects which provide a specified percentage of units for disabled persons	NA Policy is advisory to City
3.15	Use incentives to encourage the use of available Federal and State programs to increase the supply of affordable dwelling units	NA Policy is advisory to City
3.16	Where permitted, encourage residential property owners to consider development of second units	Project provides higher density residential housing.
	<i>SAFETY ELEMENT</i>	

Policy Number	Policy Summary	Conformance
1.1.1 to 1.3.2	Policies related to geologic faults and hazardous soils	Geotechnical report will be prepared for project. All structures will be designed per the recommendations of the geotechnical report
2.1.1 to 2.1.9	Policies related to flood control and erosion	Project is not within a flood zone or on a sloped site. Project will provide adequate storm drainage
3.1.1 to 3.4.1	Policies related to fire prevention	Project will be designed to meet California Building Code and Fire Code
4.1.1 to 4.3.3	Policies related to City-wide emergency operations	NA Policy is advisory to City
	<i>NOISE ELEMENT</i>	
Program Number	Program Summary	Conformance
1	Implement and enforce the City's noise ordinance	NA Policy is advisory to City
2	Extend the California Building Code and Title 24 requirements for noise mitigation in the design and construction of new multi-family residential developments, hotels, motels, dormitories, and apartments	Noise study prepared. Appropriate mitigation will be incorporated into the project design.
3	Implement a noise zoning code, defining compatible land usage requirements. Require a noise analysis. If the development is in the CNEL or Ldn range above that indicated for the normally acceptable category, noise control must be included in the project.	Noise study prepared for project
4	City will periodically review other elements of the General Plan for possible revisions giving recognition to noise level/land use relationships.	NA Policy is advisory to City
5	Enforce noise levels for cars and trucks	NA Policy is advisory to City
6	Program to reduce unnecessary noise near noise sensitive areas such as residences, schools, parks, hospitals, libraries and convalescent homes.	Noise study prepared. Appropriate mitigation will be incorporated into the project design.
7	Consider noise control requirements for all new equipment purchases	NA Policy is advisory to City
	<i>CONSERVATION ELEMENT</i>	
Principle	Principle Summary	Conformance
1	Utility service area is recognized as the developed portion of the city and that portion that can be economically served	NA Principle is advisory statement to City
2	Coordinate utility planning with thoroughfares, community facilities, revitalization, densities, population and general land use planning.	Infrastructure and traffic studies included with project
3	Encourage concentrated land development through density control and subdivision regulations to minimize utility extension costs.	Project is higher density residential infill of an underutilized industrial site
4	Revise and implement zoning controls to achieve proposed land uses	Specific Plan establishes development standards and design guidelines found in zoning code
5	Consider the need for more detailed engineering studies	

	to determine economic feasibility of certain proposals	
	<i>RECREATION AND OPEN SPACE ELEMENT</i>	
Principle	Principle Summary	Conformance
1	Provide community-wide system of recreation and open spaces to meet the needs of all age groups	NA Principle is advisory to City
2	Avoid duplication of open space and recreation facilities	NA Principle is advisory to City
3	Coordinate planning of open spaces with County and State agencies	NA Principle is advisory to City
4	Reserve land for drainage, easements and watersheds	NA Principle is advisory to City

