

Part 2

Station Area Profile

The Station Area Profile is a summary of the existing physical and socioeconomic conditions, as well as previously completed plans for the Pilot Project Area.

Overview

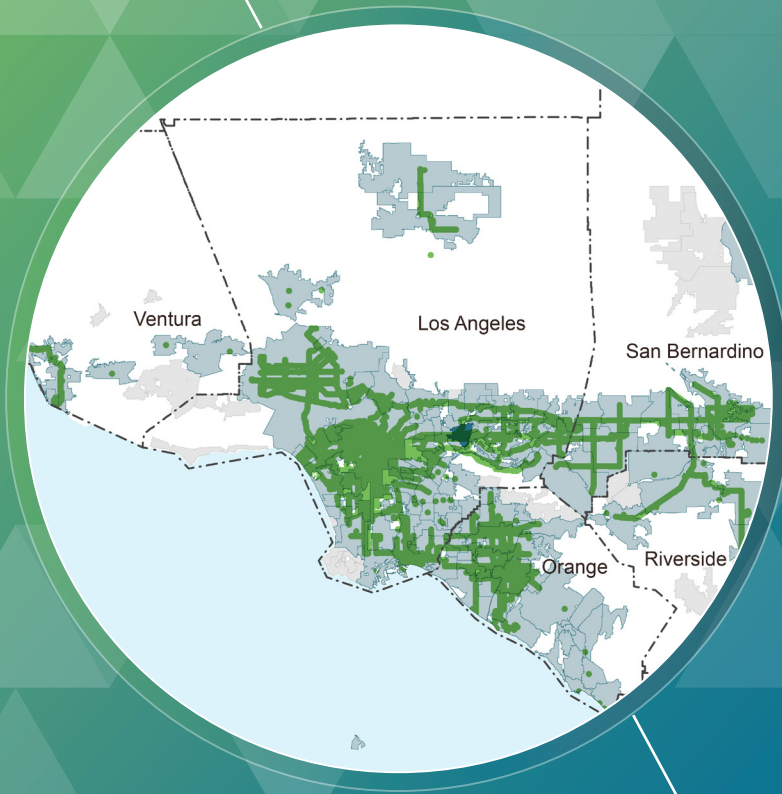
- El Monte High Quality Transit Area
- El Monte Metrolink Station

Socioeconomic Profile

- Demographic Profile
- Employment Profile
- Employment Trends

Previous Planning Efforts

- El Monte Gateway Specific Plan (revised 2013)
- Downtown Main Street Transit-Oriented District Specific Plan & Master Plan (2017)
- El Monte City Center Transit-Oriented Development (2017)

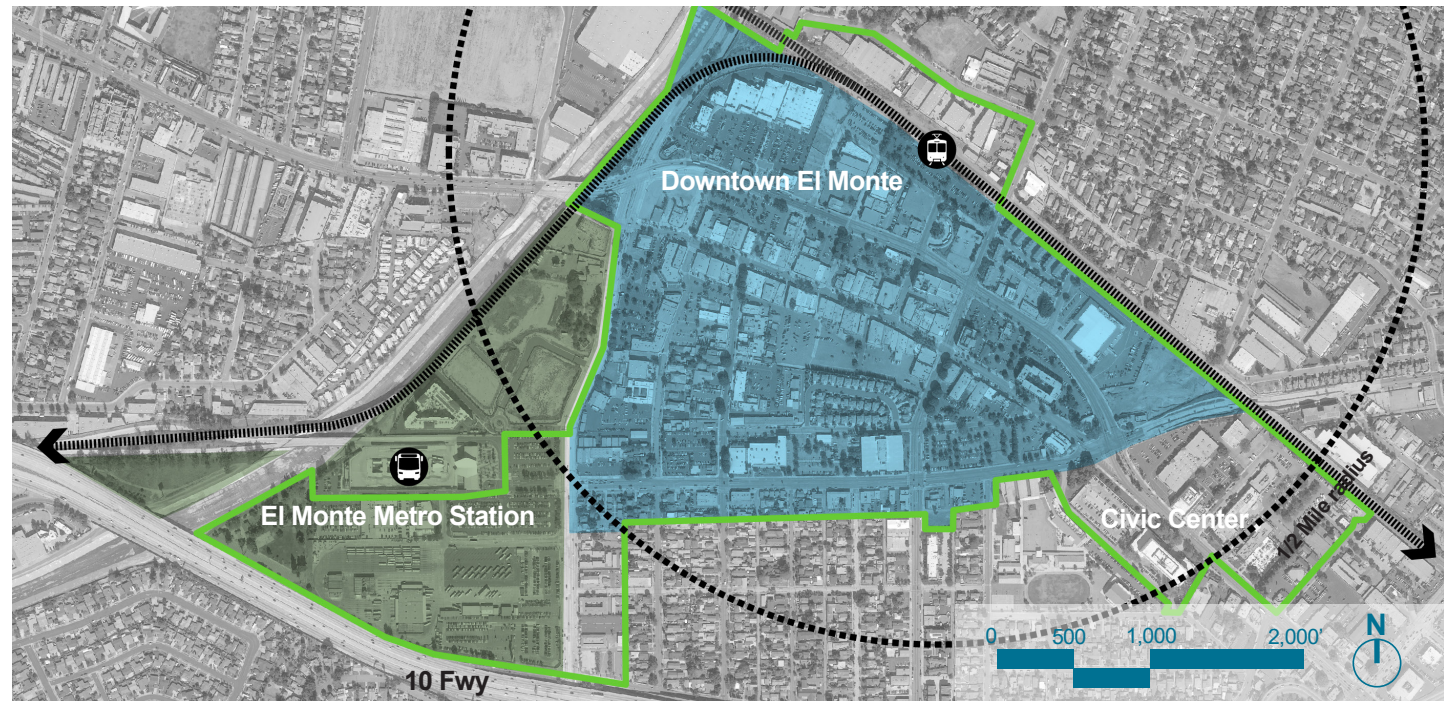
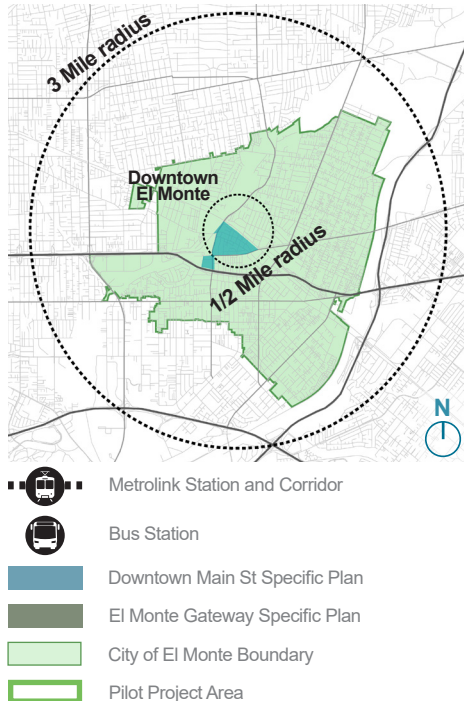
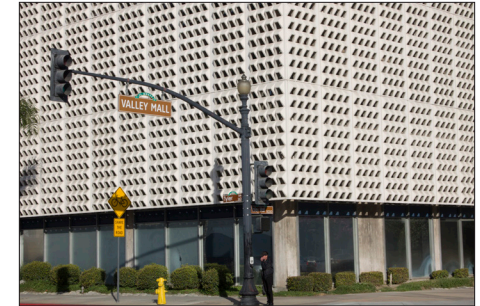


El Monte High Quality Transit Area

The City of El Monte’s High Quality Transit Area (HQTA) Pilot Project Area is located north of the I-10, adjacent to the freeway, and shares much of the same boundary as the Downtown Main Street Transit-Oriented District Specific Plan & Master Plan adopted in 2017. The HQTA includes the Downtown Metrolink station which is served by the San Bernardino Line and the El Monte Trolley. The El Monte Transit Station (Trolley Station) is anticipated to be relocated due to new development. If two way routes are introduced, the need for the trolley station is anticipated to be eliminated. The area is also served by the Metro Bus Station which has Metro, Foothill Transit, El Monte Trolley and Greyhound as service operators.

The HQTA consists of a range of underutilized properties such as old abandoned commercial and utility buildings, and surface parking lots. However, Downtown El Monte predominantly consists of unique 1- to 2-story “main street” commercial buildings that define an urban character that is markedly different from its surroundings. The City’s aim is to maintain existing historic buildings to provide the sense of place necessary to leverage TOD projects that enhance their multi-modal transit centers with high quality transit-oriented development.

El Monte has the opportunity to leverage changing employment patterns towards education and medical related jobs to introduce “skilled” jobs, advanced educational facilities and anchor institutions. The introduction of a more diverse job population and job densities will have a direct impact with a new varied urban land use fabric and higher housing densities.



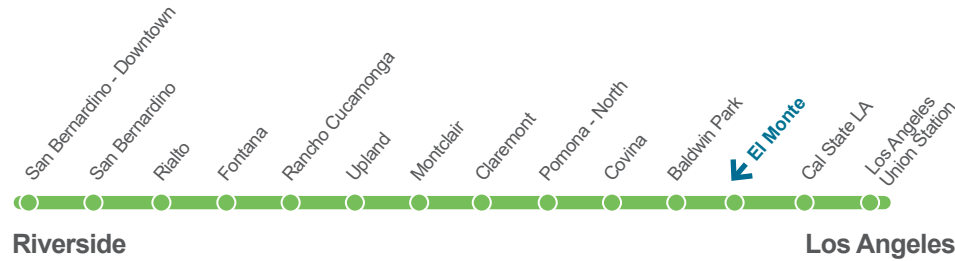
El Monte Metrolink Station

OVERVIEW

The El Monte Metrolink Station is in the Historic Downtown core of El Monte and has multiple public transportation connections including the I-10 Fwy. The proximity to City Hall, El Monte Courthouse and other government institutions presents an opportunity to create high-quality, mixed-use residential to attract and retain employees.

The Metrolink Station has a 228 stall surface parking lot south of the platform. On weekdays between 4:00 a.m. and 9:00 a.m. there are 8 inbound trains from El Monte Metrolink Station to Los Angeles Union Station (LAUS).

Metrolink: Riverside Line



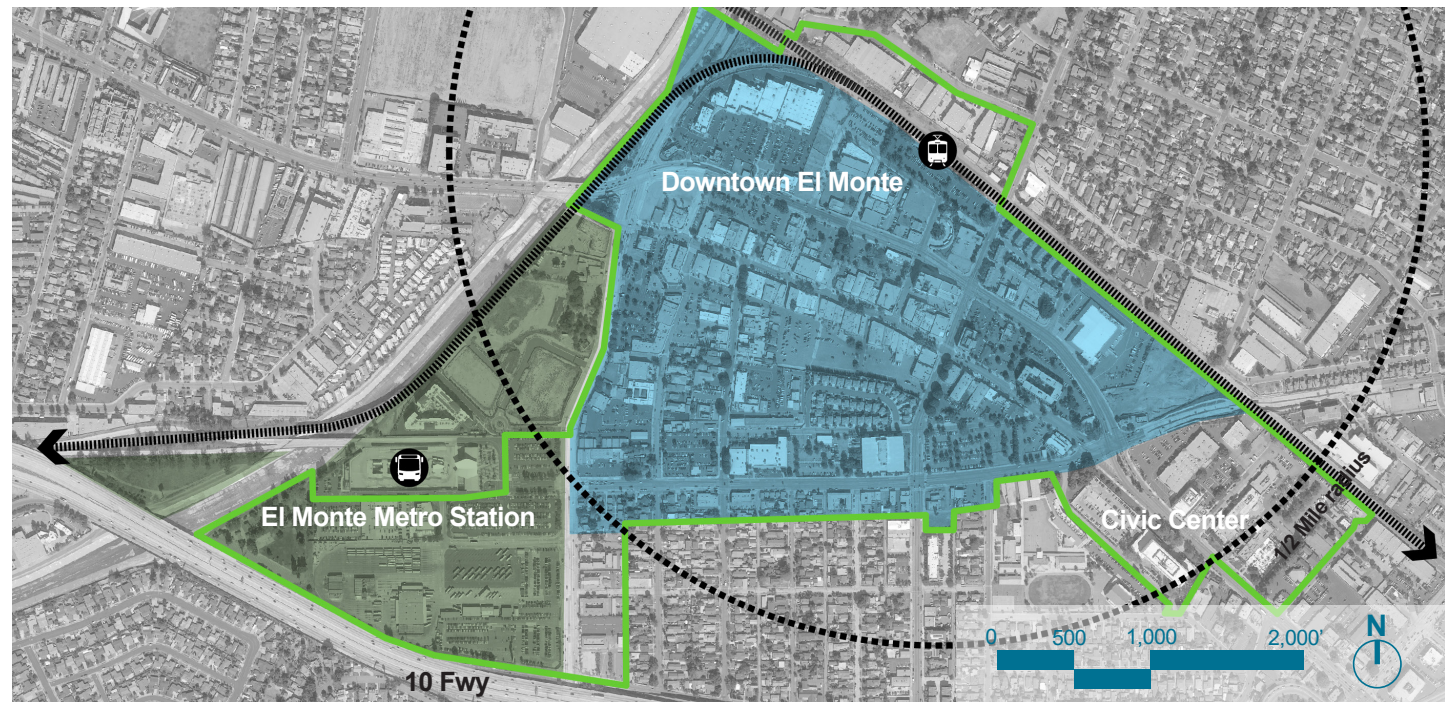
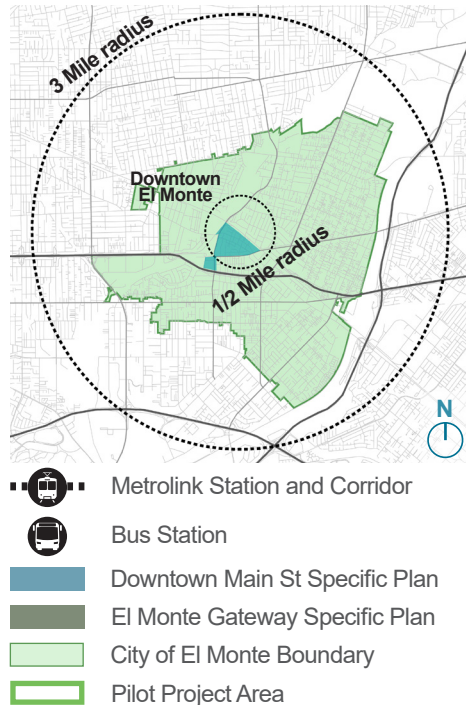
Service Type



Average Peak Period Frequency (minutes)



Transit Routes within 1/2 mile



Demographic Profile

City of El Monte is approximately 9.6 square miles and constitutes 0.2 percent of the land area of Los Angeles County and accounts for about 1% of its population. The Study Area*** comprises nearly 5 percent of the population of the City and has a higher population density than the City.

According to SCAG, El Monte's population growth is expected to outpace that of the County over the next ten years. Projected population growth of the Study Area is expected to decline slightly from its historic trends.

Median household income of the City is lower than that of the County and unemployment rate is almost one percentage point higher. The Study Area's median household income is at par with that of the City and boasts nearly zero percent unemployment.

The Study Area has a high ownership rate in comparison to the City and the County and has an almost equal split of renters and owners.

DEMOGRAPHICS (2017)	Study Area	City of El Monte	Los Angeles County
Total Population	5,866	117,798	10,275,545
Pop. Density (Per Sq. Mile)	7,425	3,928	323
Annual Growth Rate			
Historic (2010-2017)	1.15%	0.54%	0.65%
Projected (2017-2027)	0.85%	2.08%	0.74%
Total Households	1,604	28,668	3,362,080
Average HH Size	3.63	4.11	3.04
Annual Growth Rate			
Historic (2010-2017)	0.99%	0.43%	0.52%
Projected (2017-2027)	0.85%	1.68%	0.83%
Median Age	34.3	31.7	35.6
0-17 years	29%	24%	23%
18-64 Years	59%	63%	65%
64 Years and Over	13%	12%	12%
Jobs per Household*	2.1	1.1	1.3
Unemployment Rate**	0.1%	5.6%	4.8%
Median Household Income	\$42,951	\$42,004	\$59,613

* HR&A Advisors, Inc.

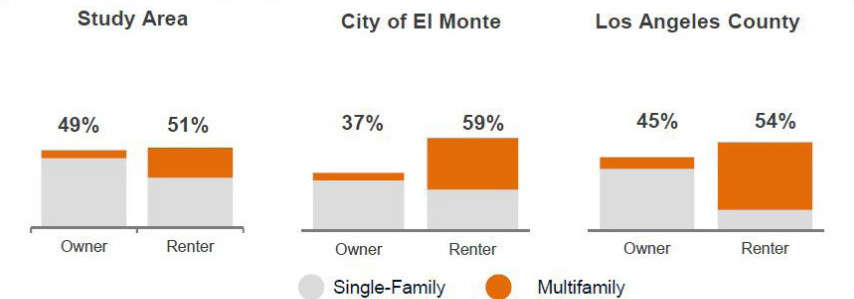
**Percentage of population 16 years and over in the labor force.

*** Study Area is defined as a 5-minute drivetime from the Riverside Downtown Metrolink station and is not the typical half-mile radius around the station.

Sources: Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008, Dept. of Finance E5 2007.

SOCIOECONOMIC PROFILE

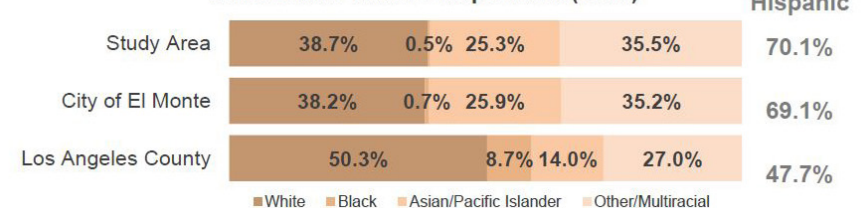
HOUSING TENURE (2016)



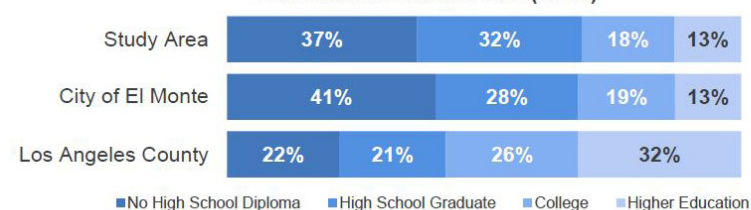
MOBILITY (2016)

	Study Area	City of El Monte	Los Angeles County
Average Commute Time (in mins.)	29	31	30
Cars per Household*	NA	0.6	0.2
Public Transit Users	4%	5%	7%
Solo Drivers	79%	75%	74%
Others	17%	21%	20%

Racial and Ethnic Composition (2017)



Educational Attainment (2017)



Employment Profile

SOCIOECONOMIC PROFILE

The Study Area is a job center of the City. While only five percent of the City's population lives in the Study Area, it comprises nearly 10 percent of the jobs within the City. Of all jobs in Los Angeles County, only 0.7 percent are located in El Monte City.

According to SCAG employment forecasts, job growth in the City is likely to outpace that of the County over the next ten years. However, growth in the Study Area is likely to be at much slower pace.

Study Area's residents employed elsewhere typically travel to jobs centers in Pasadena, Alhambra, and even to downtown Los Angeles. Nearly 98 percent of the work force travels from outside the Study Area.

Typical travel time to work for residents is about 30 minutes, which is on par with the City and the County.

Employment in the Study Area, City of El Monte, and Los Angeles County is primarily driven by Education and Healthcare related industries. While PD&R* related industries have lost jobs in the last five years, it continues to be the second largest job sector in the Study Area as well as the City.

EMPLOYMENT (2015)	Study Area	City of El Monte	Los Angeles County
Total Worker Population	3,290	30,241	4,443,133
Job Density (per sq. mile)	4,165	3,134	935
Annual Growth Rate			
Historic (2010-2015)	-6.6%	0.1%	1.5%
Projected (2017-2027)	0.2%	0.6%	0.5%
Average Earnings per Job*	\$69,536	\$65,680	\$73,871

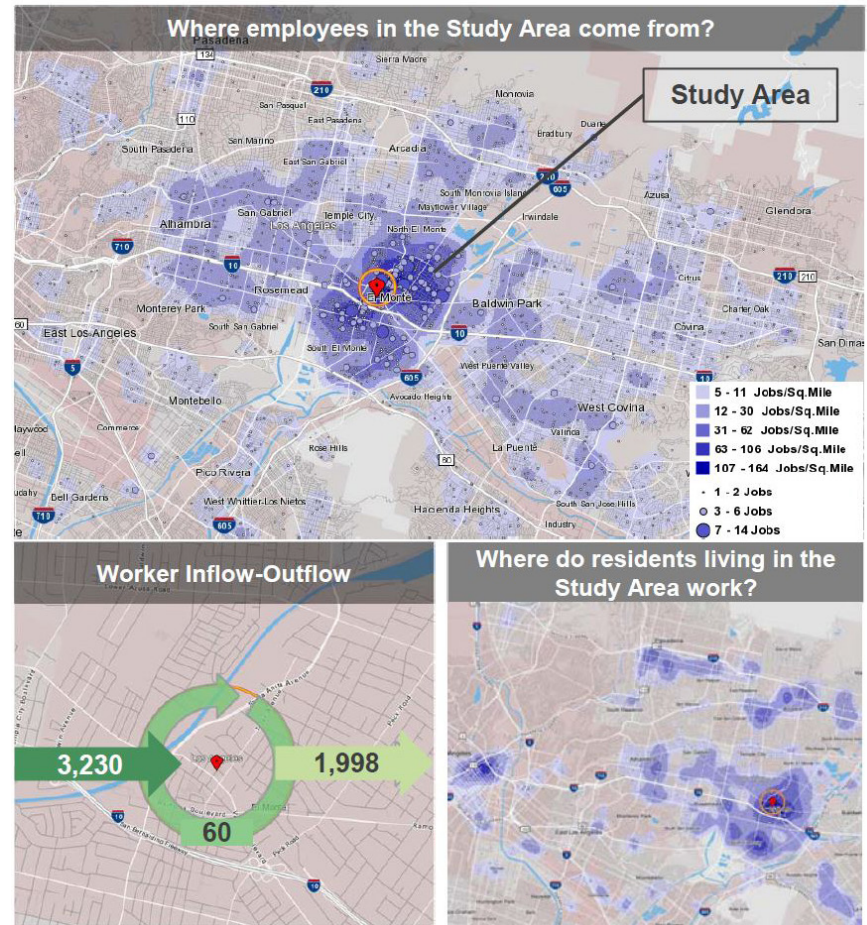
Top Three Industry Clusters

	Education & Medical	Education & Medical	Education & Medical
	48%	28.3%	23.5%
	PD&R	PD&R	Knowledge-based
	16.5%	23.3%	20.6%
	Knowledge-based	Knowledge-based	PD&R
	13.7%	19.0%	17.6%

* Includes wages, salaries, supplements (additional employee benefits), and proprietor income. Approximated by zip code.

Sources: LEHD, Social Explorer, ACS 2015 5-year estimates, SCAG Growth Forecast 2012, SCAG TAZ Forecast 2008.

El Monte Vision Plan



Employment Industry Cluster Classification

The classification is based on Center for Transit-Oriented Development 2010 Report.

Natural Resources includes agriculture and mining;

- **Production, Distribution, and Repair ("PD&R")** includes manufacturing, wholesale trade, transportation and warehousing;
- **Knowledge-based** includes information, finance and insurance, real estate, scientific, professional, and technical services, and management of companies;
- **Entertainment** includes arts, entertainment, and recreation, and accommodation and food services,
- **Government** includes utilities, administration and other services.

Employment Trends

According to LEHD, while Los Angeles County has gained nearly 300,000 jobs between 2010 and 2015, the Study Area has experienced a net loss and the City has gained only about a hundred jobs.

Both the City and County have gained jobs in Education and Healthcare related industries. The City has gained a nominal number of jobs in Retail and Entertainment sector, which includes hospitality and food service jobs. This is in keeping with the changes in the Los Angeles County where the largest gains are in the Entertainment, Retail, and Government sectors.

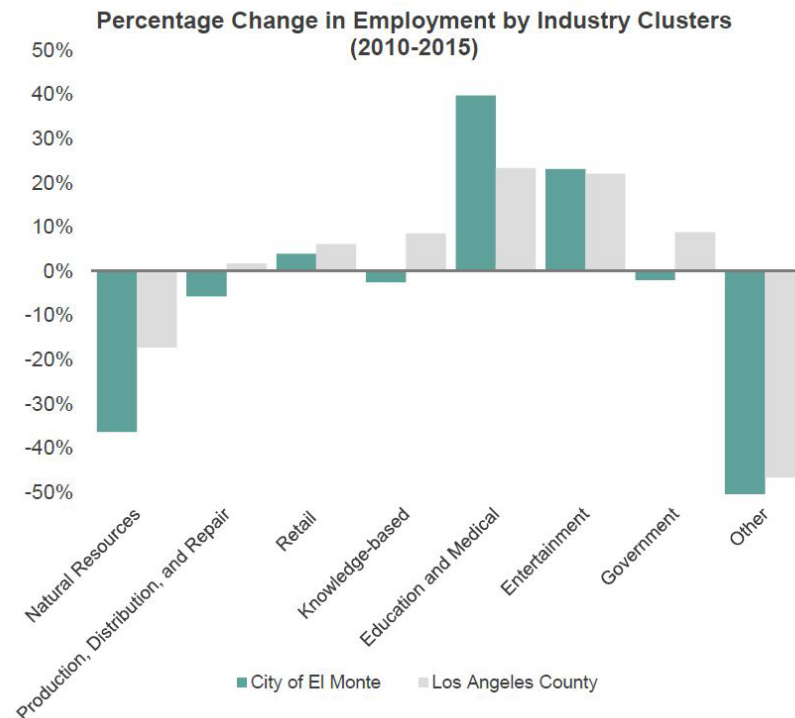
HQTA Opportunities

- The Study Area’s location in the Downtown core of El Monte and its transit connections through MetroLink and regional buses presents several opportunities for developing a HQTA.
- The Study Area has several abandoned industrial properties, underutilized and empty parcels. Some of the large parcels east of Santa Anita Ave. are already being redeveloped as mixed-use residential and offices.
- The retail district along Valley Mall is also on the decline but presents significant opportunity for redevelopment and infill high-density, mixed-use, transit-oriented development.
- Proximity of the Study Area to the City Hall, El Monte Courthouse, and other government institutions such as Police Department and School District, could be leveraged to develop high-quality, mixed-use residential to attract and retain employees, as well as retail and dining amenities.
- The Study Area could leverage the changing employment patterns and heavy dependence on education and medical related jobs to introduce skill development uses along with other advanced education facilities, and anchor institutions.
- Most residents travel outside the Study Area; and some travel as far as downtown Los Angeles for work. The Study Area could leverage the higher densities approved by the Downtown Specific Plan to not only generate more housing but also increase job density to retain residents in the area.

SOCIOECONOMIC PROFILE

EMPLOYMENT TRENDS	Study Area	City of El Monte	Los Angeles County
Employment Growth in Industry Clusters (2010-2015)			
Natural Resources	(1)	(4)	(2,021)
Production, Distribution, and Repair	(477)	(427)	13,222
Retail	4	128	25,036
Knowledge-based	(204)	(149)	71,889
Education and Medical	84	2,429	197,156
Entertainment	45	345	90,691
Government	(320)	(59)	48,442
Other	(479)	(2,161)	(134,617)
Net Gain of Jobs (2010-2015)	(1,348)	102	309,798

Negative numbers in parenthesis



El Monte Gateway Specific Plan (revised 2013)

The original Specific Plan was approved in 2007 and included 1,850 residential units and 600,000 square feet of commercial space. The Plan was revised in 2013 to occupy the portion of the Mixed-Use Sub-District north of the El Monte Bus Station. It is currently under construction and will include 552 residential units and 25,000 square feet of commercial space. The Specific Plan area covers 60 acres and is bounded by the Rio Hondo River to the west, Valley Boulevard to the north, Santa Anita Avenue to the east and the I-10 Freeway to the south. In an effort to revitalize the historic Downtown El Monte core, the El Monte Gateway was envisioned to be a regionally attractive environment integrating a mixed use residential community with public transit, retail, commercial, recreational and entertainment uses.

Land Use Objectives

- **LU-1:** Establish “village” with unique character areas
- **LU-2:** Establish land use districts for a complimentary mix of land uses
- **LU-3:** Establish regulations encouraging pedestrian and transit utilization
- **LU-5:** Establish land uses providing enhanced connections with existing and future public realm including the Rio Hondo River

Circulation, Parking and Transportation Objectives

- **CIR-1:** Improve on-site and off-site pedestrian and bicyclist mobility
- **CIR-3:** Coordinate higher density development with public transportation
- **CIR-4:** Provide flexible parking standards encouraging mixed-use and shared use parking facilities
- **CIR-5:** Provide for intermodal connectivity for public mass transit and enhance community-wide and regional connections
- **CIR-6:** Provide for mobility and increased walkability

Sub-Areas

- **MIXED USE SUB-DISTRICT (EMG-MU):** Provide a complimentary mix of both vertical and horizontal form of residential, commercial, entertainment and retail uses for pedestrian utilization
- **TRANSIT SUB-DISTRICT (EMG-T):** Encourage the provision of facilities and services for public transportation, promote multi-modal use of transit and enhance transit access and utilization
- **RIVER SUB-DISTRICT (EMG-R):** Provide additional open space opportunities and facilities for collection and detention of stormwater
- **GATEWAY SUB-DISTRICT (EMG-G):** Provide southern entry gateway into the Specific Plan area and maintains existing auto retail sales and services
- **PARK AND OPEN SPACE SUB-DISTRICT (EMG-POS):** Provide active and passive open space, and integrated connections internally and with the regional trail system

PREVIOUS PLANNING EFFORTS

Specific Plan Sub-Districts



Downtown Main Street Transit-Oriented District Specific Plan & Master Plan (2017)

PREVIOUS PLANNING EFFORTS

The Specific Plan covers 115 acres and is bounded by the railroad tracks to the north, Santa Anita Avenue to the west and Ramona Boulevard to the south. In an effort to revitalize the Downtown El Monte, on the heels of the Gateway project to the west and the Santa Fe Trail development to the north and its own historical context, the Downtown Main Street Transit-Oriented District Specific Plan & Master Plan looks to enhance the Downtown area's connectivity and multi-modal capabilities. The Specific Plan, via development standards and design guidelines, seeks to improve its links with adjacent communities and increase its own development potential within the Downtown area. The Plan is sensitive to the small-town scale of Main Street and focuses increased heights and density on properties closer to the Metrolink Station and the El Monte Bus Station. The Plan allows for up to 2,200 new residential units and 500,000 square feet of commercial space.

Guiding Principles

- **MIXED-USE, PEDESTRIAN, AND TRANSIT-ORIENTED URBAN VILLAGE:** Focused around renamed Valley Mall (now Main Street in the Specific Plan).
- **CENTRAL SHOPPING and ENTERTAINMENT DISTRICT:** Establish Retail, Office and restaurants complemented by open space designed with performance areas
- **ENTICING PLACE for INVESTMENT:** Designing active and vibrant street environments
- **VARIETY of HOUSING OPPORTUNITIES:** Introduce a variety of housing opportunities with a mix of densities throughout El Monte's Historic Downtown
- **EXPANDED and IMPROVED PUBLIC TRANSIT SYSTEM:** Generate a Downtown core with a robust public transit system enhanced by a new trolley route
- **BLEND of OLD and NEW:** Provide new development which respects and integrates its built fabric and public realm with the existing El Monte culture, character and history
- **BALANCED SYSTEM of MULTIMODAL STREETS:** Provide connected system of multimodal streets and pedestrian linkages
- **ENTRYWAYS at KEY INTERSECTIONS:** Denote entries into the Specific Plan area through improved streetscapes and signage

Sub-areas

- **MAIN STREET SUB-AREA:** Revitalize via facade improvements and vertical mixed-use
- **ZÓCALO SUB-AREA:** Transforms underutilized parking areas into retail and housing
- **STATION SUB-AREA:** Integrates a mix of retail, urban housing and transit uses
- **MONTE VISTA SUB-AREA:** Beautifies corridors, adds mixed-use and entry treatments
- **R2-PRD:** Preserves well established residential neighborhood/Improves Iris Lane
- **MMU:** Preserves recently completed mixed-use project. Improvements for Valley and Ramona Boulevards
- **OS:** Preserves Veterans Memorial Park/Improves Valley Blvd and Santa Anita Avenue

Consolidated Design Concept

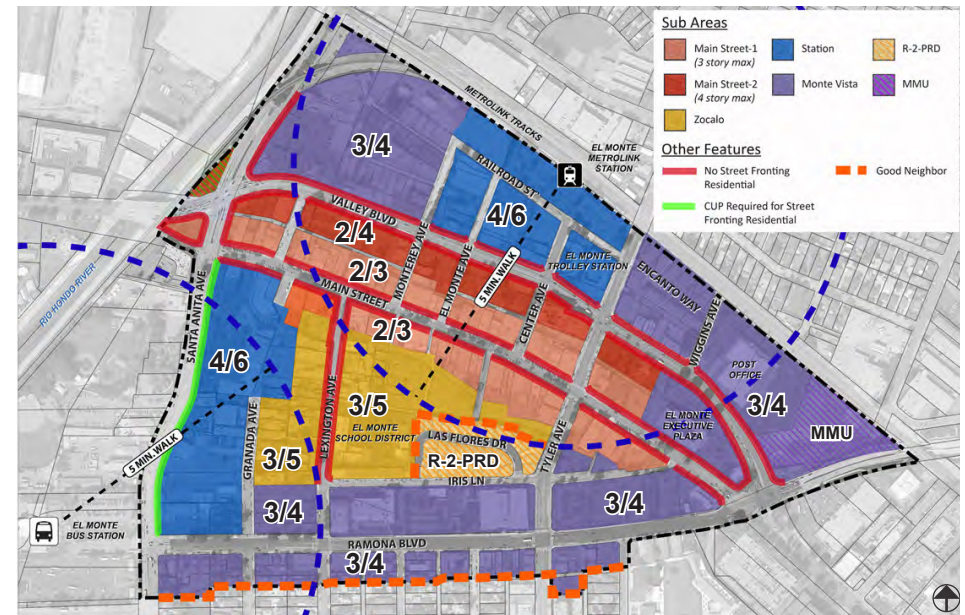


Figure 2-2 Development Standards Summary Map

TABLE 2-1 DEVELOPMENT OPPORTUNITY RESERVE

Regulation	By Right	DOR - 1	DOR - 2	Regulation	By Right	DOR
Main Street Sub-Area				Station Sub-Area		
Max Height	30'	45'	50'	Max Height	50'	75'
Max Stories	2	3	4	Max Stories	4	6
Max FAR*	1.0	2.0	2.5	Max FAR*	2.0	4.0
Max Du/AC	25	35	45	Max Du/AC	35	80
Zócalo Sub-Area				Monte Vista Sub-Area		
Max Height	35'	60'	-	Max Height	35'	50'
Max Stories	3	5	-	Max Stories	3	4
Max FAR*	1.5	3.5	-	Max FAR*	1.5	3.0
Max Du/AC	30	65	-	Max Du/AC	30	50

* FAR's are for both residential and non-residential uses.

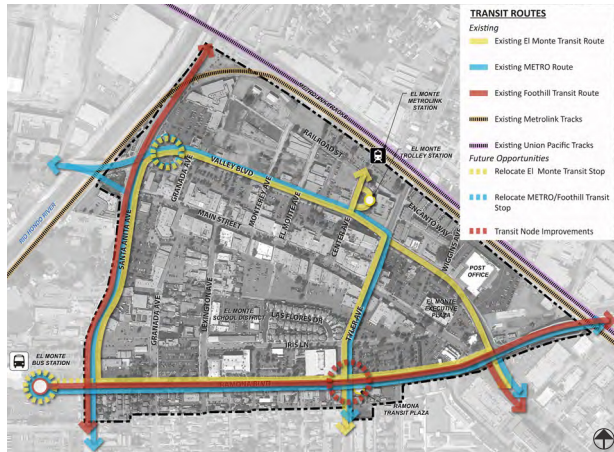
Development Opportunity Reserve (DOR)

The intent of the DOR is to encourage increased development intensity concurrently with the delivery of public improvements to satisfy the increased demand for public amenities that come with the increased development intensity. Each sub-area has guidelines on permitted development standards allowed by right. Increased development incentive or DOR is also provided for in each sub-area. A developer can exceed the maximum height, number of stories, FAR, and dwelling units per acre allowed by right in each sub-area, subject to the delivery, or payment in lieu of delivery, of additional amenities by the developer identified within an approved Public Improvements List

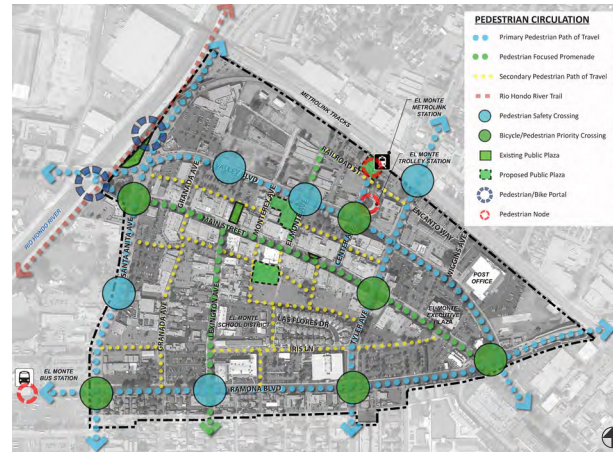
Downtown Main Street Transit-Oriented District Specific Plan & Master Plan (cont.)

PREVIOUS PLANNING EFFORTS

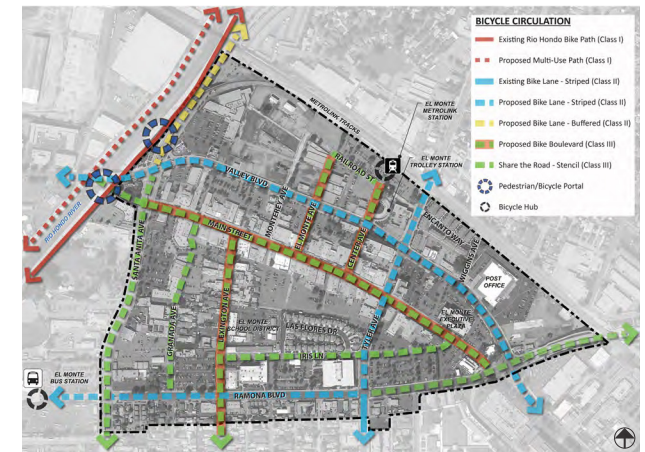
Transit Routes Map



Pedestrian Network Map



Bicycle Circulation Map



Recommendations

- **El Monte Transit Stop (Santa Anita/Ramona):** Relocate to the El Monte Bus Station
- **METRO/Foothill Transit/El Monte Transit (stops at Santa Anita/Valley):** Relocate stop farther east along Valley Boulevard
- **Metrolink Station Parking:** Coordinate with the City on a parking needs assessment study for the Metrolink Station
- **Ramona Transit Plaza:** Enhance with streetscape treatments, landscaping and wayfinding signage

Recommendations

- **Pedestrian Safety Crossing Enhancements:** Incorporate at multiple intersections including stamped and/or highly visible crosswalks, flashing pedestrian crossing signage, pedestrian lights and a vehicular stop line setback from the crossing
- **Pedestrian Safety Crossing Enhancements:** Integrate at Tyler Avenue and the Metrolink railroad including pedestrian gates, flashers, and railings and channelization
- **Bicycle/Pedestrian Priority Crossings:** Incorporate at multiple intersections. Include stamped and/or highly visible crosswalks and a vehicular stop line setback from the crossing

Recommendations

- **Class II (Striped):** Valley Boulevard, Tyler Avenue and Ramona Boulevard
- **Class II (Buffered):** Santa Anita Avenue
- **Class III with Sharrow (shared lane) Stencil Markings:** On multiple roads
- **Class III Bike Boulevards:** El Monte Avenue, Main Street and Lexington Avenue
- **Pedestrian/Bicycle Crossings:** As identified in map above
- **Pedestrian/Bicycle Portal Enhancements:** Including additional signage, lighting, and pavement markings
- **Metro Bike Hub:** Currently at the El Monte Bus Station, should be replicated at the Metrolink Station



Figure 3-8 Proposed Main Street Improvements (Santa Anita Avenue to Monterey Avenue).



Figure 3-9 Proposed Main Street Improvements (Monterey Avenue to Tyler Avenue).

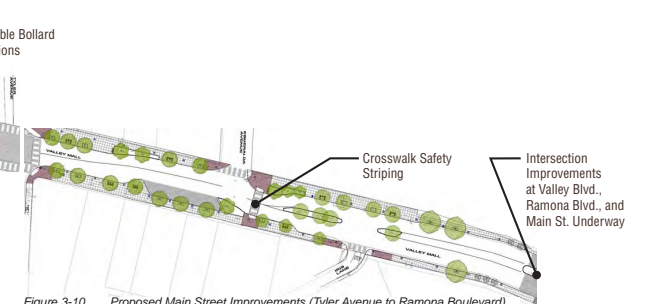


Figure 3-10 Proposed Main Street Improvements (Tyler Avenue to Ramona Boulevard).

El Monte City Center Transit-Oriented Development (2017)

The City Center Transit-Oriented Development is generally bounded by the railroad tracks to the north, Tyler Avenue to the east, Valley Boulevard to the south, and Center Avenue and El Monte Avenue to the west. In an effort to revitalize the Downtown El Monte in conjunction with a Downtown Specific Plan, the City Center Transit-Oriented Development looks to create a catalyst for Downtown area's revitalization via connectivity and multi-modal capabilities. An enhanced downtown urban center is to be the result of vibrant commercial corridors with a mix of residential uses and tree-lined streetscapes and an overall pedestrian friendly environment.

Concept/Goals

- **NEW STREET AND BUILDING DESIGN:** Encourage foot travel, social interaction, and small scale commerce
- **GROWTH:** Provides expansion of the local housing and commercial patterns
- **CONNECTIVITY:** Links to surrounding community
- **MULTI-MODALITY:** Allows for shift away from car-centric to a more sustainable and balanced transportation system

Circulation

- **CENTER AVENUE:** Converted to a pedestrian focused paseo and can be closed to vehicle traffic encouraging walkability and public gatherings
- **DESIGN ORIENTATION:** New business, residential entrances pedestrian friendly

Housing Types and Livability

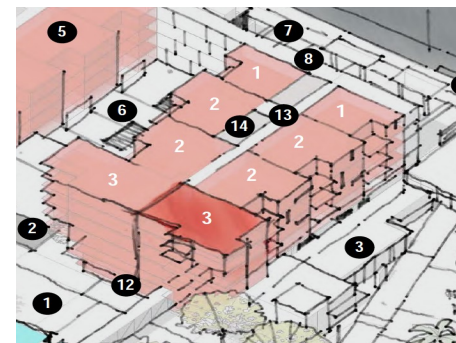
- **TRANSITIONS:** From public spaces to residential units via lobbies, corridors and courtyard with views
- **AMENITIES:** Promotes well-being with open community spaces
- **SOUND MITIGATION:** Rail and commuter transit noise to be mitigated by sound isolating windows and sound barrier walls integrated into the building design

Parking

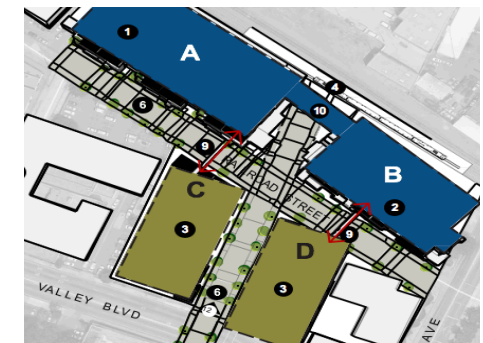
- **TRANSPARENCY:** Parking structure to be hidden from the Main Street district
- **SHARED PARKING:** Used by the residents, local businesses and transit users
- **LOCATION:** Limited to two locations to reduce vehicle trips and allow greater walkability
- **FUTURE USE:** Designed for future re-adaptive use

PREVIOUS PLANNING EFFORTS

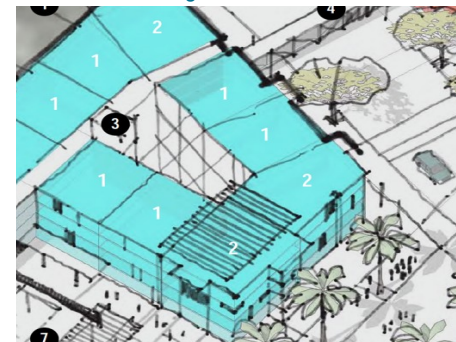
Site Plan



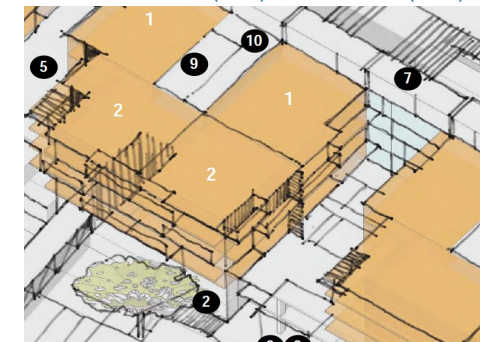
Affordable Housing



2 Levels of Podium (A+B)/Subterranean (C+D)



Garden Apartments



Market Rate