THE EL MONTE BILLION DOLLAR INVESTMENT INITIATIVE
PRIME LOCATION
Housing Activity

2,038 Units (since 2014)

- Completed/Under Construction: 265
- Approved: 1420
- Planned: 353
- Market Rate: 1594
- Affordable: 444
Commercial Activity

2.88 million SF (since 2014)
GATEWAY SPECIFIC PLAN AREA

Size:  
- 60 acres

Vision:  
- Envisioned as a Transit Oriented Development containing mix of retail, restaurants, offices, entertainment, hotels, high-density residential, civic and cultural uses

Zoning:  
- El Monte Gateway Specific Plan Area SP-1
- SP-1 has been approved for development of up to 1,850 residential units within the Mixed-Use Sub District and approximately 1.3 million square feet of non-residential uses that include retail, office, entertainment, hotel, and other public and educational uses

Access:  
- Significant transit hub with direct links to Downtown Los Angeles
- El Monte Bus Depot: 26,000+ daily riders
- Metrolink Rail Line: 12,000+ daily riders
- 10 Freeway: used by 205,000 vehicles daily

Projects Completed/Underway:
1) Gateway Area – urban village with 485 high density residential units and 25,000 square feet of retail

Opportunity Site:
A) SWC Santa Anita and Brockway –
- 3.5 acre site adjacent to the 10 freeway and Bus Depot

For Additional Information:
El Monte City Hall West - Economic Development
11333 Valley Boulevard - El Monte, CA 91731-3293
Phone: (626) 258-8626 Fax: (626) 580-2293
Website: www.elmonteca.gov
EL MONTE GATEWAY

- 14.3 acre site adjacent to the El Monte Bus Station
- 25,000 sf of retail
- 420 market rate units
- 132 affordable units
- Phase 1 complete & Phase 2 in review
**DOWNTOWN EL MONTE SPECIFIC PLAN AREA**

**Size:**
- 115 acres within the Main Street Area

**Vision:**
- Establish Main Street Area as the City’s historic heart
- Promote a mix of retail, restaurants, offices, entertainment, hotels, high-density residential, civic and cultural uses

**Zoning:**
- Specific Plan underway to promote higher densities near transit centers

**Access:**
- Significant transit hub with direct links to Downtown Los Angeles
  - El Monte Bus Depot: 26,000+ daily riders
  - Metrolink Rail Line: 12,000+ daily riders
  - 10 Freeway: used by 205,000 vehicles daily

**Projects Completed/Underway:**
1) Santa Fe Trails – 115,000 square foot retail shopping center
2) Ramona Housing – 62 residential units including 4 work-live units

**Opportunity Sites:**
A & B) Santa Anita Landing area –
- 4 acre and 1.9 acre sites adjacent to the 10 freeway and Bus Depot
C) 5 acre site of commercial land east of the Santa Fe Trail Shopping Center
D) 30,000 square foot site ideal for high density urban mixed-use
E) 1 acre site ideal for mixed-use

For Additional Information:
El Monte City Hall West - Economic Development
11333 Valley Boulevard - El Monte, CA 91731-3293
Phone: (626) 258-8626  Fax: (626) 580-2293
Website: www.elmonteca.gov
SANTA FE TRAIL PLAZA

- New 115,000 sf retail center on a 9+ acre site
- Northeast corner of Santa Anita & Valley
VALLEY WALK

- 62 townhouse units, including 4 live-work units on a vacant 3+ acre site
- Northwest of Valley & Ramona
- Under construction
NORMS

- 6,800 sf Norms Restaurant
- Southeast corner of Valley & Santa Anita
- To begin construction
FLAIR BUSINESS PARK

Size: • 180 acres directly adjacent to the 10 freeway

Vision: • Attract national or regional offices, financial institutions, Fortune 500 companies and medical offices
• Supporting retail, service and hospitality uses
• Promote modern architecture to create an iconic skyline

Zoning: • OP (Office Professional)

Access: • Directly adjacent to the 10 freeway and 1½ miles north of the 60 freeway

Development Standards: • Intended for mid-rise office buildings with a floor area ratio (FAR) of 1.5 north of Telstar and 0.75 south of Telstar

Major Projects Underway:
1) Flair Spectrum – 250-room hotel, 690,000 square foot retail center and 600 housing units on a 14.6 acre site
2) Media Center – 100,000 square foot office campus on a 5 acre site

For Additional Information: El Monte City Hall West - Economic Development
11333 Valley Boulevard - El Monte, CA 91731-3293
Phone: (626) 258-8626   Fax: (626) 580-2293
Website: www.elmonteca.gov
CHINA PRESS MEDIA CENTER

- New 5-story 60,000 sf office building
- Remodel existing 9,600 sf and 26,700 sf buildings
- Garvey west of Rosemead
- Under construction
Phase 1A Hotel & Parking

Phase 1B Retail Outlet & Parking

Phase 2 Residential Towers

- 14.7 acre site in Flair Park Area adjacent to 10-Freeway
- 250 room, 13-story hotel
- 3-story outlet center
- 640,000 sf of retail
- 50,000 sf of restaurant
- 600 residential units in two 18-story towers
- Approved by City Council in January 2015
GARVEY MIXED-USE CORRIDOR

Size: • Over 140 acres of land along a 2 mile long corridor

Vision: • Develop walkable mixed-use developments with retail uses on the ground floor and higher density housing on the upper floors
• Create activity nodes where Garvey Avenue intersects with Santa Anita Avenue, Tyler Avenue and Peck Road
• Benefit from adjacent neighborhoods, which are well established and walkable

Zoning: • MMU (Mixed/Multi-Use)

Access: • Just south of the 10 freeway
• Major transit corridor with direct links to Downtown Los Angeles

Development Standards: • Residential density of up to 35 units/acre
• Commercial floor-area ratio (FAR) of up to 1.0
• Height of 4-stories/50 feet
• Reduced parking standards

Major Projects Underway: 1) 3,000 sf of retail, 3 work-live units & 67 housing units
2) 5,000 sf of retail & 114 housing units
3) 25,000 sf of retail & 30 housing units
4) 20,000 sf of retail & 116 senior and assisted living units
5) 38 Housing Units

For Additional Information: El Monte City Hall West - Economic Development
11333 Valley Boulevard - El Monte, CA 91731-3293
Phone: (626) 258-8626  Fax: (626) 580-2293
Website: www.elmonteca.gov
GARVEY SQUARE

- 1-4 story mixed-use project
- Northeast corner of Garvey & Peck
- 114 residential units

- 2,800 sf of retail
- Under construction
GARVEY WALK

- 1-3 story mixed use project
- Southeast corner of Garvey & Tyler
- 67 residential units
- 3 live-work units
- 2,100 sf of retail
- Under construction
GARVEY SENIOR HOMES

- 2-4 story mixed-use project
- Northeast corner of Garvey & La Madera
- 19,500 sf of ground level commercial
- 20 senior, 78 assisted living & 20 memory care units
- Approved October 2016
LA MADERA SENIOR HOMES

• 3-story mixed use project
• Northwest corner of Garvey & La Madera
• 30 senior housing units
• 6,100 sf of ground floor retail
• Completing Environmental Review
Santa Anita & Owens Project

- 38-unit townhouse and single-family project
- Just south of the Garvey Mixed-Use Corridor
- Recently submitted
NORTHWEST INDUSTRIAL DISTRICT

Size: • Over 250 acres of prime industrial land

Vision: • Serve as the employment engine of the City and create well-paid jobs
• Attract a balance of sustainable light manufacturing, technology-oriented and office businesses
• Accommodate supporting retail uses
• Provide opportunities for investment and entrepreneurship
• Convey image of a modern industrial park with building designs that balance functionality, form, aesthetics and sustainability

Zoning: • Mostly M (Light and General Manufacturing)

Access: • Conveniently located near the 10 and 605 freeways

Standards: • Suited for a Specific Plan to tailor standards for future development

Opportunity Sites:
A) Former Safeway Distribution Center –
• 100 acres of prime land being marketed for sale
• Considered one of the largest industrial redevelopment opportunity sites in Southern California
B) 4.2 acre site zoned for high density residential (up to 25 units/acre)

For Additional Information:
El Monte City Hall West - Economic Development 11333 Valley Boulevard - El Monte, CA 91731-3293 Phone: (626) 258-8626 Fax: (626) 580-2293 Website: www.elmonteca.gov
HILTON GARDEN INN

- New 4-story, 133 room hotel
- Valley at western entrance of City
- Includes restaurant and banquet facilities
- Opening Summer ‘17
MAGELLAN GATEWAY

- 5 new buildings
- 520,000 sf of industrial space
- Temple City Blvd. south of railroad
- Grand Opening 10/26/16
BALDWIN ROSE VETERANS VILLAGE

- 54 affordable units & 1 manager unit
- Baldwin between Rose and railroad
- Craftsman, traditional architecture
- Mix of flats and townhouses
- Approved by Planning Commission
Hickson Campus

- Two new industrial buildings at mid-block totaling 100,000 sf
- Completing environmental
- One new 65,000 sf industrial building at corner
- Initial Plan Review Phase

2 - Mid-Block Property

3 - Corner Property
## EL MONTE CENTER & AUTO ROW

### Size:
- 30 acre El Monte Center and surrounding Auto Row area

### Vision:
- Capitalize on being anchored by Longo Toyota, the nation’s largest automobile dealership
- Function as the San Gabriel Valley’s primary automobile sales and service destination
- Provide entertainment, dining and retail opportunities and uses that enhance the customer experience

### Zoning:
- C-3 (General Commercial)

### Access:
- Directly adjacent to the 10 freeway and a mile west of the 605 freeway

### Standards:
- Floor area ratio (FAR) of up to 1.0
- Flexible development standards related to height, setbacks and parking

### Opportunity Site:
**A) El Monte Shopping Center** –
- 30 acre regional shopping center with retail, restaurant and automobile sales
- Anchor tenants and freestanding spaces available for lease

---

For Additional Information:
El Monte City Hall West - Economic Development
11333 Valley Boulevard - El Monte, CA 91731-3293
Phone: (626) 258-8626  Fax: (626) 580-2293
Website: www.elmonteca.gov
VALLEY MIXED USE

- 4-story mixed-use project
- Valley east of I-10 Freeway
- 30,000 sf of commercial
- 78 residential units
- Approved by City Council
Palo Verde Housing

- 4-story 49-unit affordable housing project on a 1-acre site
- Approved by PC, Winter ’16
- Building Permits issued
- Construction soon
| **Size:** | Over 80 acres of land along a mile long corridor |
| **Vision:** | Develop walkable, mixed-use developments with retail uses on the ground floor and higher density housing on the upper floors |
| | Create activity nodes where Durfee Avenue intersects with Fineview, Klingerman and Elliot |
| | Benefit from adjacent neighborhoods, which are well established and walkable |
| **Zoning:** | MMU (Mixed/Multi-Use) |
| **Access:** | Conveniently located between the 10 & 60 freeways |
| | Transit corridor with convenient links to Los Angeles |

**Development Standards:**
- Residential density of up to 35 units/acre
- Commercial floor-area ratio (FAR) of up to 1.0
- Height of 4-stories/50 feet
- Reduced parking standards

**Opportunity Sites:**
A) Multiple properties at activity nodes
B) 1 acre development site

**For Additional Information:**
El Monte City Hall West - Economic Development
11333 Valley Boulevard - El Monte, CA 91731-3293
Phone: (626) 258-8626    Fax: (626) 580-2293
Website: www.elmonteca.gov
Durfee Mixed-Use Projects

- First mixed-use projects proposed along Durfee Corridor
- 13 units with ground floor retail
- 36 units with ground floor retail
- Initial Plan Review Phase
<table>
<thead>
<tr>
<th>Size:</th>
<th>½ mile long corridor at the City’s eastern entrance</th>
</tr>
</thead>
</table>
| Vision: | • Allow a wide range of large scale commercial uses to serve the community and region  
• Specifically promote retail uses, food and beverage establishments, hotels, automotive sales and professional offices |
| Zoning: | • Mostly C-3 (General Commercial) & C-4 (Heavy Commercial) |
| Access: | • Valley Boulevard, a major east-west corridor, used by over 40,000 vehicles daily  
• Conveniently located between the 10, 605 & 60 freeways |
| Development Standards: | • Commercial floor-area ratio (FAR) of up to 1.0 |
| Opportunity Sites/Areas: | A) 3.8 acres of land with frontage along Valley Boulevard and Garvey Avenue  
B) 3.3 acres  
C) 1 acre  
D, E, F) 5.1 acres, 2.6 acres & 4.6 acres respectively: 12.3 acres total |
| For Additional Information: | El Monte City Hall West - Economic Development  
11333 Valley Boulevard - El Monte, CA 91731-3293  
Phone: (626) 258-8626  Fax: (626) 580-2293  
Website: www.elmonteca.gov |
East Valley Hotel Projects

- Two hotel projects in East Valley Entryway Area
- 70 to 80 rooms each
- Initial Plan Review Phase
Valley Center

- Demolish 4 smaller buildings, construct 29,600 sf of new retail and remodel existing 61,000 sf market
- Just completed Initial Plan Review Phase
Rowland Gardens

- 3.1 acre vacant site
- 2-3 story multi-family development with 71 units and 2-levels of underground parking
- Approved by CC, January ’16
- Reviewing construction plans
- Groundbreaking held in Sept. ’16
ECONOMIC DEVELOPMENT ON THE MOVE