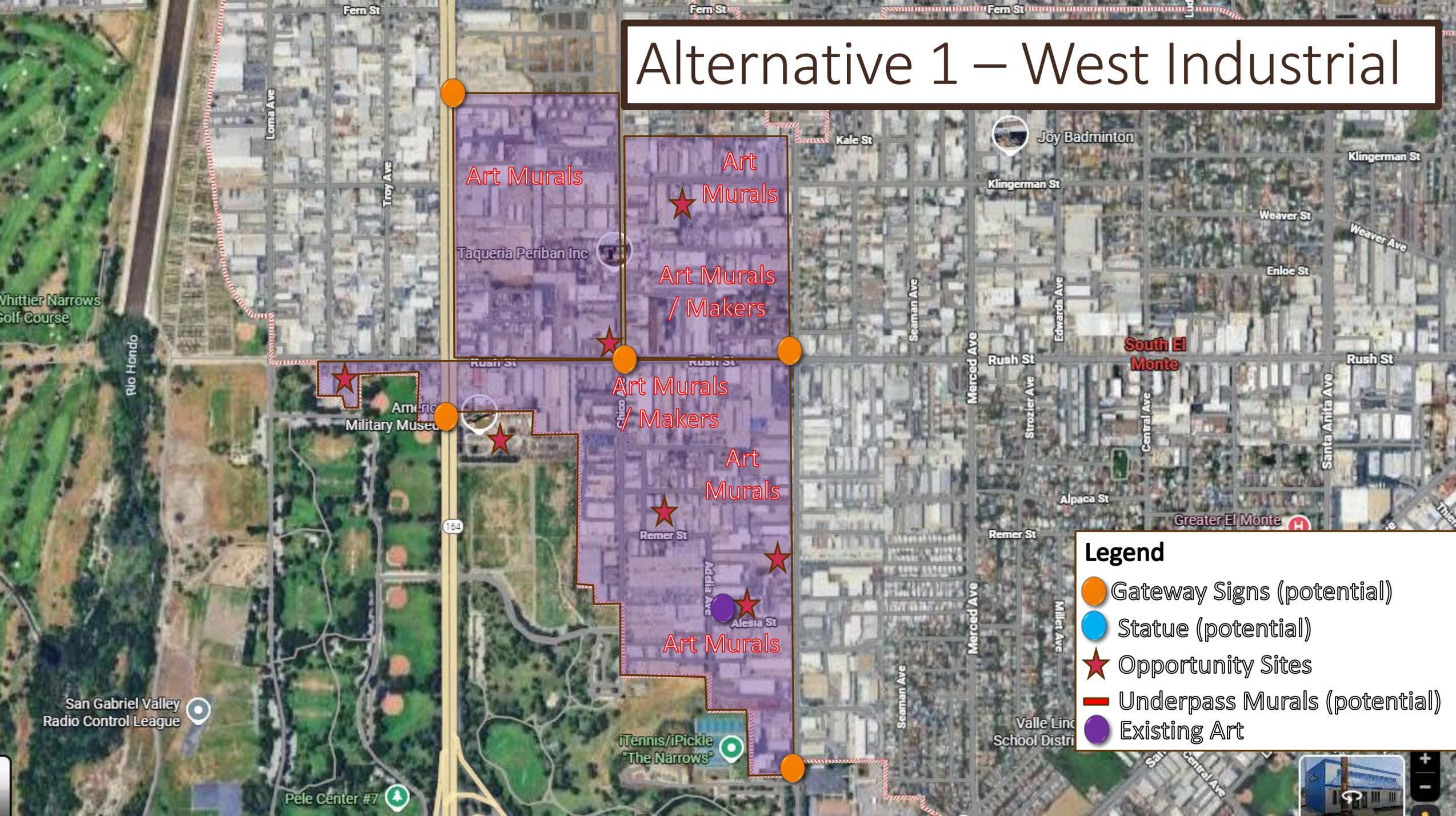


Arts District

CONSIDERATION OF ARTS DISTRICT OVERLAY AND
SELECTION OF PREFERRED ALTERNATIVE, IF ANY

Alternative 1 – West Industrial



- Legend**
- Orange circle: Gateway Signs (potential)
 - Blue circle: Statue (potential)
 - Red star: Opportunity Sites
 - Red dashed line: Underpass Murals (potential)
 - Purple circle: Existing Art

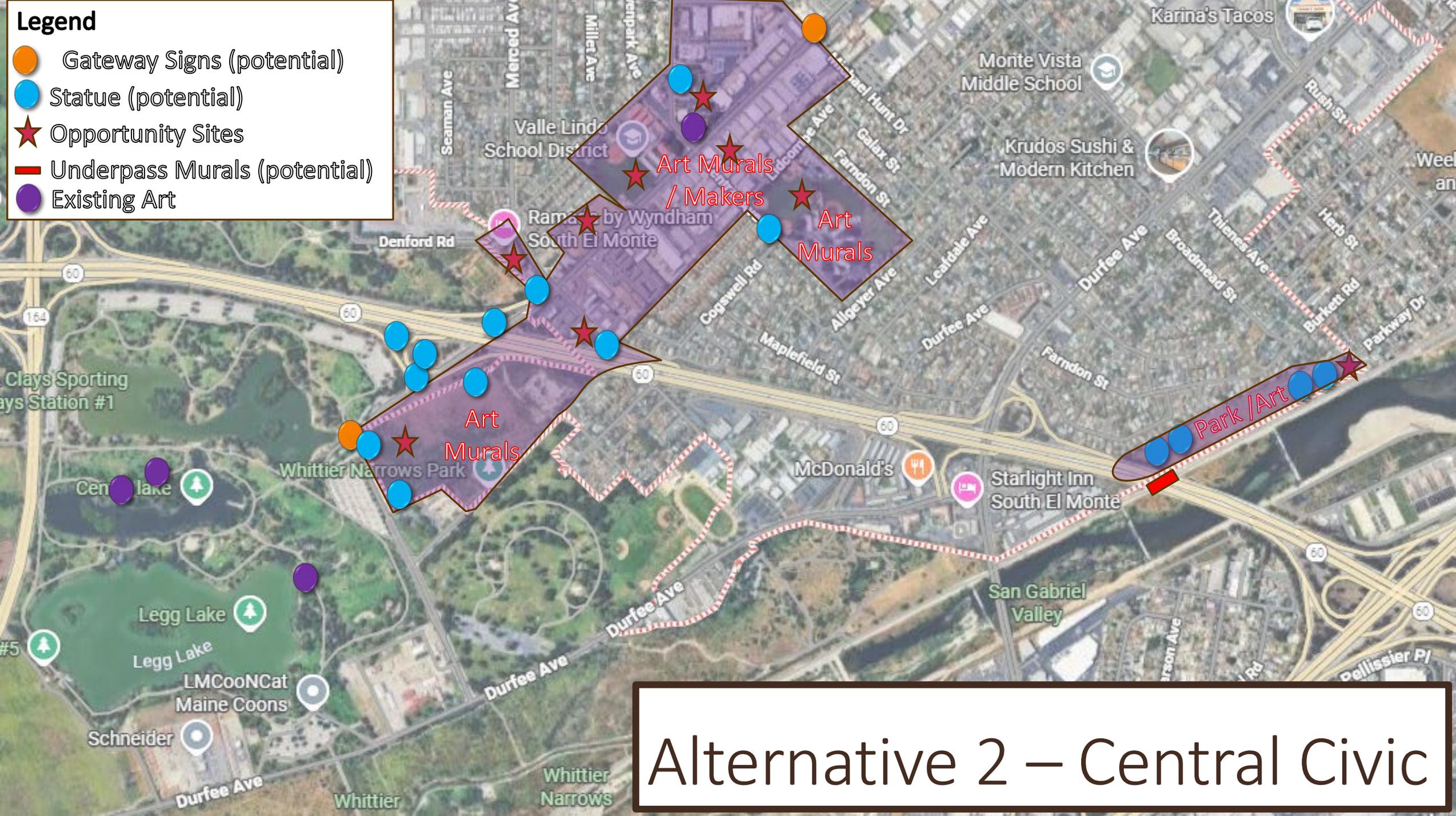
Alternative 1 – West Industrial

- Existing murals (e.g., Cali Dumpling, Progress Brewing)
- Highest potential for maker spaces (industrial with retail sales such as breweries, bakery, dumpling and cheese wholesale-manufacturing)
- Numerous private walls for murals
- Limited restaurants (e.g., Lolita's Fast Food, Lonchera La Hamburguesa Loca)
- Progress Brewing centrally located off Chico Ave.
- Limited street right-of-way and park opportunities
- Near Whittier Narrows and Rio Hondo trail allowing for multi-modal (e.g., bike, walk) to transit
- Serviced by bus routes
- Away from retail, residences and hotels
- Interest from property owner for upzoning
- Interest from business owners/developers for art murals.

Cali Dumpling



- Legend**
- Orange circle: Gateway Signs (potential)
 - Blue circle: Statue (potential)
 - Red star: Opportunity Sites
 - Red dashed line: Underpass Murals (potential)
 - Purple circle: Existing Art



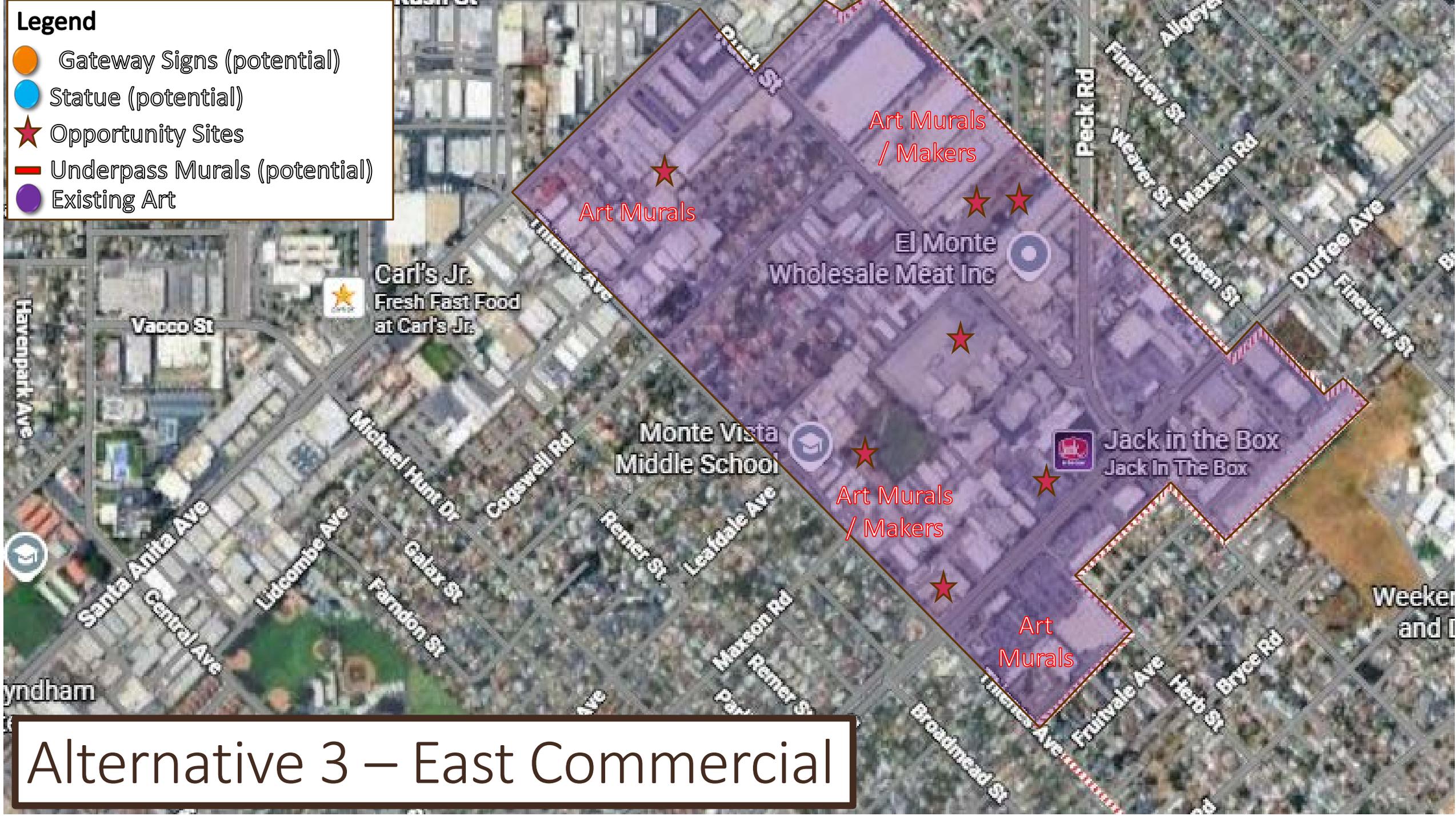
Alternative 2 – Central Civic

Alternative 2 – Central Civic

- Existing sculptures/monuments at Central and Legg lakes, Thienes Ave. Gateway, and at City Hall
- Limited potential for maker spaces (industrial with retail sales such as breweries)
- Several private walls for murals including within and adjacent to the City-owned Kruse property
- Limited restaurants (e.g., Starbucks, future In-N-Out site, future Cielito Lindo)
- Impacts existing historic civic ambiance
- Numerous community events occur annually
- Robust park and street right-of-way opportunities for sculptures, infrastructure and events
- Near Whittier Narrows
- Near Merced Ave. bike route allowing for multi-modal (e.g., bike, walk) to transit
- Serviced by bus routes
- Away from retail
- Hotel exists
- Adjacent to residences
- Caltrans and LA County Partnerships and Future Magellan development and Southern California Edison property provide opportunities for art sculptures and murals

Legend

- Gateway Signs (potential)
- Statue (potential)
- ★ Opportunity Sites
- Underpass Murals (potential)
- Existing Art



Alternative 3 – East Commercial

Alternative 3 – East Commercial

- No known existing art
- Limited potential maker spaces (industrial with retail sales such as breweries, El Monte Wholesale Meats)
- Several private walls for murals, however, shopping centers may be resistant to participation due to corporate branding requirements
- Robust retail and restaurants (e.g., Marshalls, Habit, Panda Express, WaBa Grill, Krudos)
- Highest potential for increasing sales tax
- Moderate street right-of-way opportunities
- Near San Gabriel River trail allowing for multi-modal (e.g., bike, walk) to transit
- Serviced by bus routes
- Away from freeway and highways
- Adjacent to residences
- No hotels

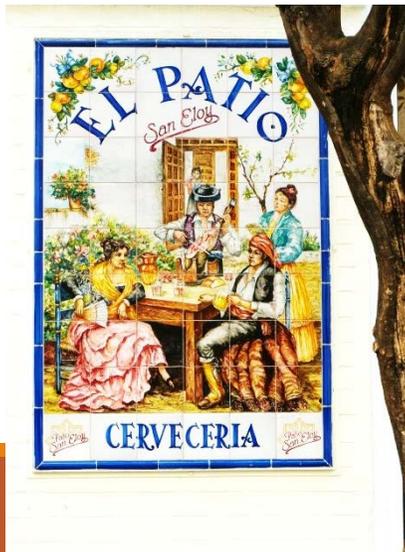
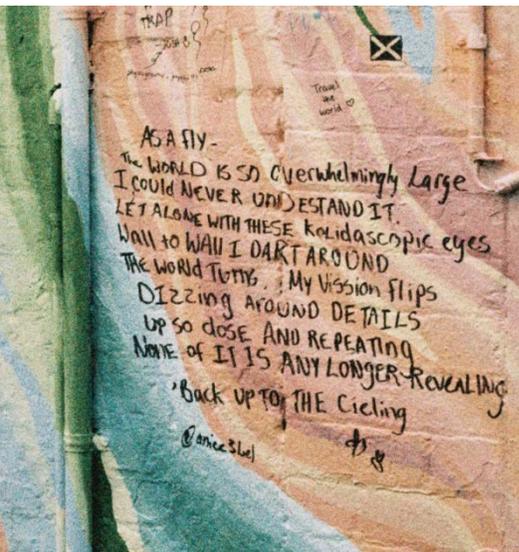
Case Studies

- **Miami, Florida (Wynwood Arts District)**
 - Purpose: Transformed a blighted industrial zone into a luxury retail/arts hub. Focuses on high-impact color to drive commercial traffic and nightlife.
- **Valparaíso, Chile**
 - Purpose: Celebrates bohemian history and the legacy of poet Pablo Neruda. Uses art to transform challenging topography into a pedestrian-heavy tourist destination.
- **Nashville, Tennessee**
 - Purpose: Creates "Instagrammable moments" that serve as free global marketing, blending Nashville's music heritage with modern, trendy tourism.
- **Laguna Beach, California**
 - Purpose: Reinforces a sophisticated, nature-integrated brand. Focuses on fine art to attract high-spending tourists and maintain a "sanctuary" atmosphere.

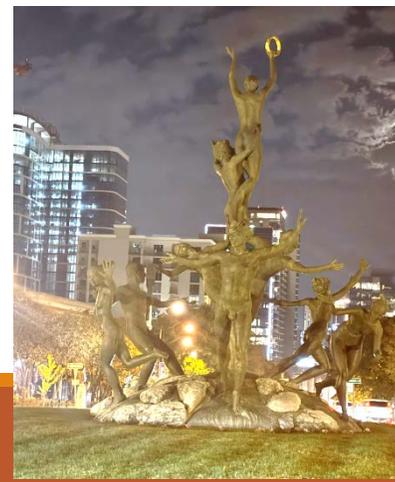
Miami, Florida (Wynwood Arts District)



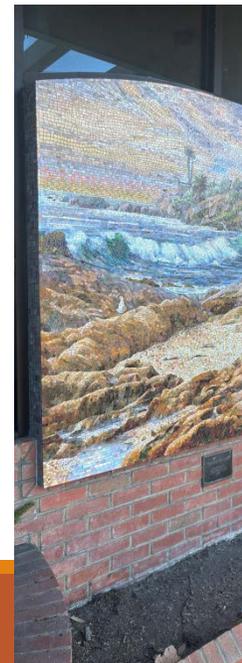
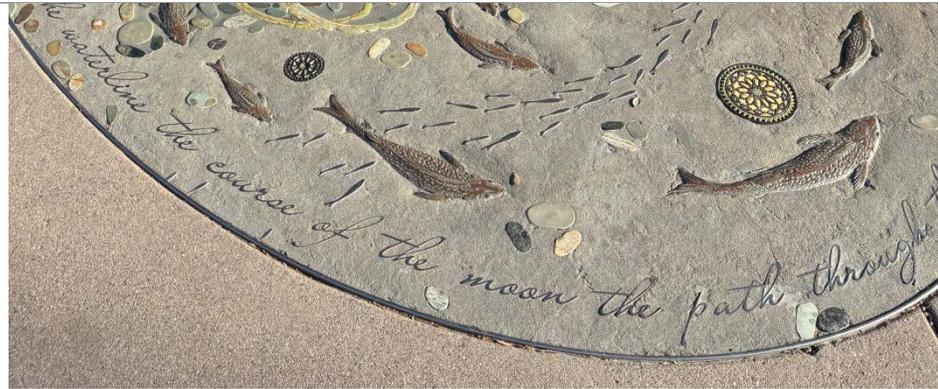
Valparaíso, Chile



Nashville, Tennessee



Laguna Beach, California



Vision & Program Elements

- **Public Art & Architectural Design**

- Purpose: Attractive murals, street art, and sculptures with artistic architecture and business signage (e.g. Universal City Walk). Encourage "honest" artistic varying materials—exposed steel, brick, and reclaimed wood—reflecting South El Monte's industrial history.

- **Entertainment Zoning & Maker-Spaces**

- Purpose: Entertainment Uses (e.g., breweries, bars & night clubs, street fairs, art walks, shows and theatres, live-music, restaurants with outdoor dining, galleries) with Maker Spaces (e.g., retail and artisanal manufacturing, co-working spaces, workshops, incubators with shared equipment)

- **Adaptive Reuse and Upzoning for Office, Hotel, and Residential Integration**

- Purpose: Live-Work Office, hotel, and housing, especially housing for artists, veterans, seniors and affordable market-rate housing providing a built-in customer base for new retail and restaurants.

Artistic Streetscape & Infrastructure

- **Gateways & Wayfinding**

- Purpose: Wayfinding signs, maps, monuments, arches, domes, towers, gazebos, etc.

- **Artistic Surfaces**

- Purpose: Sidewalks, crosswalks, streets, intersections, utility boxes, etc. and stamped concrete.

- **Street Lighting**

- Purpose: Street lights, lights on utility poles, uplighting, cross-street lighting, light shows, etc.

- **Street Furniture and Accessories**

- Purpose: Street furniture like benches, bike racks, receptacles, shade structures, bollards, etc.

- **Street Closures and Events**

- Purpose: Street fairs, food trucks, street vendors, live music (e.g., open mic), plays, shows, etc.

Funding & Partnerships

- **Grants**

- Purpose: Coordinate with consultant Townsend to apply for applicable grants (e.g., CA Cultural Districts Program, CA Arts Council, NEA Our Town, LA County Arts Commission).

- **Incentive Programs**

- Purpose: Encourage art installations privately (e.g., paint reimbursement, zoning allowances) and through Tax Increment Financing (TIF), Development Impact Fees (DIF), and celebrity dedications.

- **Business Marketing**

- Purpose: Business oriented sculptures, murals and artistic signage and cross-marketing through dedications, proclamations, press releases, city art district website, newsletter, and social media in conjunction with community partners.

- **Partnerships**

- Purpose: Businesses (e.g., powder coating, canvas, metal work), utility providers, universities, Community Partners, Wanderlust Food Truck Events, local artists and groups.

Next Steps

Phase	Targeted Date
Phase 1: Ordinance Drafting	March, 2026
Phase 2: Public Outreach / Noticing	April, 2026
Phase 3: Planning Commission (PC)	May, 2026
Phase 4: City Council Adoption	June and July, 2026
Phase 5: Effective Date	August 2026
Phase 6: Funding and Installations	September 2026 and beyond

Recommended Action

Staff recommends the City Council review the provided alternative locations for an Arts District Overlay and provide staff a preferred alternative, if any, and direct staff to establish an Arts District Overlay for future consideration with related allowable uses and activities to be included within the South El Monte Municipal Code and a capital improvement budget for art related infrastructure, activities, paintings and sculptures.