

A New Opportunity in a New Downtown

Coming Soon...a New Downtown Monterey

Downtown Monterey is transforming into a reactivated shopping and entertainment destination along a beautiful, historic waterfront.

Going beyond the traditional urban ambience...with vibrant streets and plazas lined with sidewalk cafes and restaurants, a fresh market, boutique stores, signature attractions, and world-renowned festivals.

Learn how to be a part of this one-of-a-kind destination.



fresh market
new retail opportunities
renovated conference center
redesigned streets and plazas
new traffic and parking flow

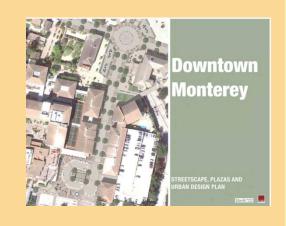




THE HISTORY of Monterey is written in its Downtown - the heart of the City and economic lifeblood of its people for more than two centuries. Yet in recent years, as is the case in many small cities across America, competitive retail and changes in shopping habits have pulled shoppers away from Monterey's historic Downtown.

Now there is a working plan for reactivating Monterey's Downtown and restoring its economic vitality.

With the right adjustments, Downtown and Alvarado Street can once again serve as a world-class destination...a symphony of unique sights, sounds and experiences. The City of Monterey, in close collaboration with its community, has crafted a vision for reenergizing Downtown and reconnecting it with a stunning waterfront.









imagine

Monterey with mixed-use retail / living spaces in the Downtown. Imagine Monterey with a variety of quality shopping opportunities. Imagine Monterey as home to a first-rate collection of restaurants, grouped together to form a dining destination that competes with others on the Peninsula, such as Carmel-by-the-Sea. Imagine Monterey with new commercial buildings along Alvarado Street. Imagine Monterey with a renovated Conference Center. Imagine Monterey with improved wayfinding and two-way streets.

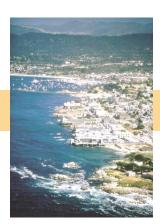


And this is just the beginning. By giving Downtown Monterey a stronger brand and identity, by providing more to do, by making it easier to get to, and by creating a better overall experience, the heart of Monterey can reclaim its heritage as a vibrant destination for residents, visitors and conference attendees.

To learn how you can be a part of this exciting progress, please contact:

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