



Media Inquiries
Kelley Carpenter
kelleyc@wrdarch.com
831.649.4642

For Immediate Release

Monterey's Downtown Revitalization Plan Moves Forward With MCPOA Study

Monterey, CA – August 23, 2010 – The Monterey Commercial Property Owners Association (MCPOA) voted in favor of funding a retail market analysis and demographic study of downtown Monterey and its surrounding areas. As part of an overall leasing strategy, this initial study will provide necessary data for property owners to better understand the current trade area retail supply and identify market voids and opportunities. This study follows the traffic and circulation plan approved by the Monterey City Council last month, which is designed to make downtown Monterey more accessible to tourists and area residents alike. Both the study and traffic and circulation plan will help property owners embrace and maximize the market's possibilities, spurring economic development and increased tourism to the area.

This forward momentum acknowledges the benefits of the Monterey Downtown Vision plan presented to City officials by Wald, Ruhnke & Dost Architects and their urban planning team almost one year ago. The plan, which has been reviewed by the presidents of Monterey's neighborhood associations, MCPOA, the downtown business association, the hospitality association, City staffers and the City Council, proposes a series of phased revitalization efforts for downtown Monterey, all of which support increased tourism, commerce, and property ownership.

Michael Mosebach of DMC Construction serves as the current president of MCPOA, and feels this study is a logical next step in the overall effort to revitalize downtown Monterey's economy.

"MCPOA is excited and proud to be working side by side with the City Council and staff members and Wald, Ruhnke & Dost Architects as we take all necessary steps to advance economic development in our City's downtown core. We believe this study to be the first, very important step towards seeing the revitalization of our downtown become a reality," noted Mosebach.

MCPOA entered into a signed agreement with Wald, Ruhnke & Dost Architects to move forward with this study, which will ultimately provide property owners with vital information such as the types of retailers the area can support, the demographics retailers are serving, and the optimal size requirements for retail outlets. Both the demographic study and the traffic and circulation plan are key steps towards building a new foundation for downtown Monterey.

Henry Ruhnke, principal of Wald, Ruhnke & Dost Architects, is pleased with the plan's progress. "It's gratifying that both the public and private sectors are stepping up to the plate and committing resources for revitalization efforts. Revitalization is about economic development - creating new jobs and new opportunities for the long-term health of downtown Monterey – and these actions will help accomplish those goals," said Ruhnke.

About WRD Architects

Wald, Ruhnke & Dost Architects, LLP is a full-service architectural firm with an extensive portfolio of commercial, healthcare, education, public works, residential, construction management, and commercial interior design projects developed over more than 45 years. As leaders in green construction and sustainable practices, we create buildings that are designed to enhance productivity and well-being while making positive impacts on the larger community. For more information, visit www.wrdarch.com.

About MCPOA

The Monterey Commercial Property Owners Association was established in 1989 to help promote a healthy business environment for the success of Monterey's commercial property owners. MCPOA acts as a liaison between commercial property owners and the City of Monterey; works to preserve the rights and values of commercial property owners; and, advocates the policies necessary to meet these goals and serve the best interests of the community. For more information, visit www.mcpoa.org.