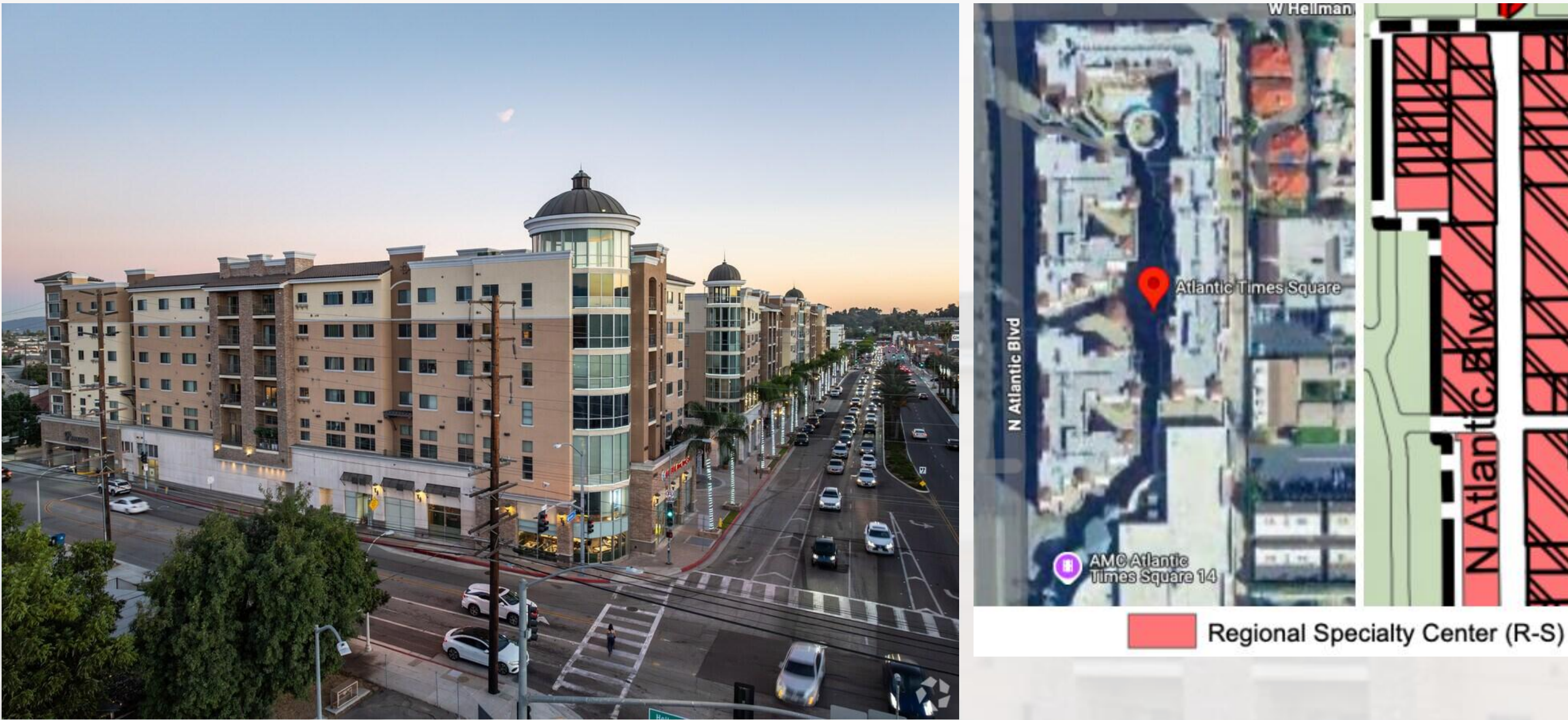


Revitalize Atlantic Times Square into City Highlight through Art

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INTRODUCTION

Since the **COVID-19** pandemic, **Atlantic Times Square** has seen a significant decline in foot traffic and commercial vitality, leading to underutilized public space and store closures. My project investigates how design, policy, and programming strategies can help reactivate the square as a **vibrant hub** for shopping, dining, and community life in **Monterey Park**.



METHODOLOGY

My project uses a mixed-methods approach.

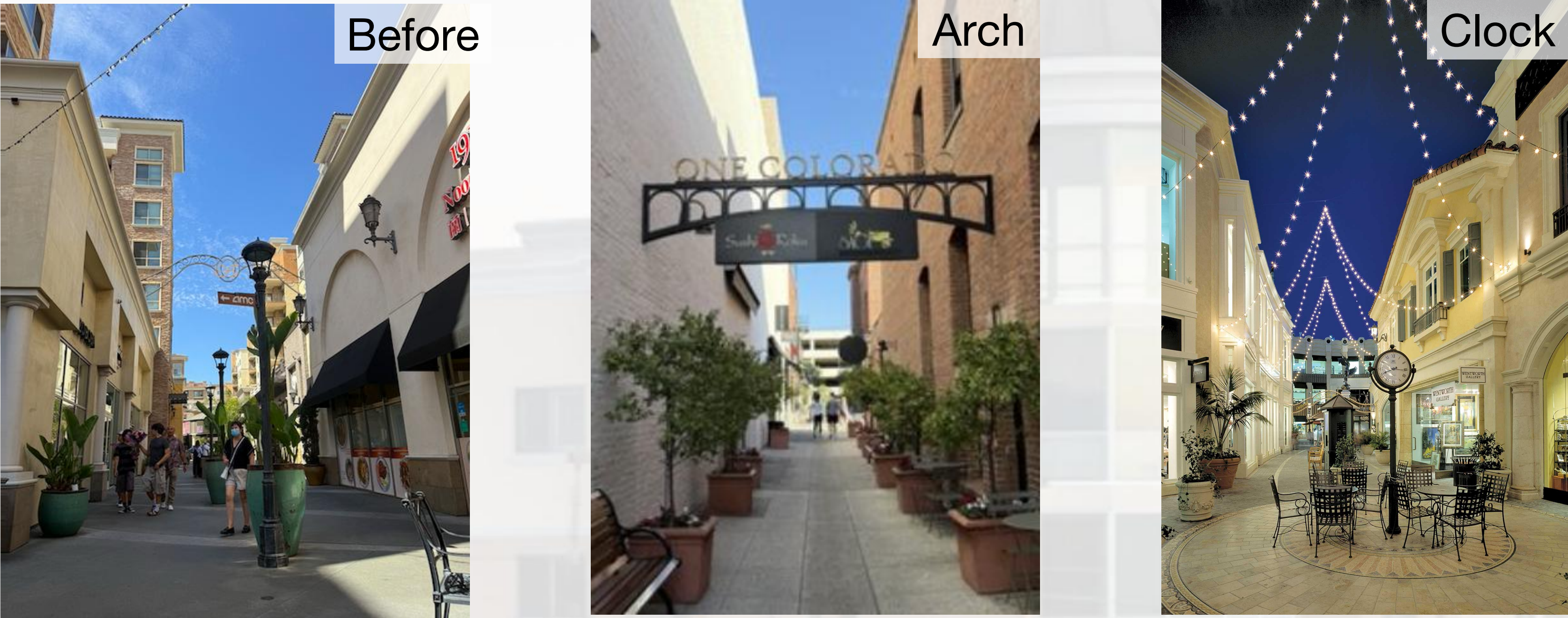
- **Quantitative:** use a **scoring rubric** to evaluate the current condition of Atlantic Times Square, focusing on walkability, streetscape, social atmosphere, cultural integration, and accessibility. **Census data** was also analyzed to understand the demographic and economic context of Monterey Park.
- **Qualitative:** use **site observations** to identify areas for improvement; **interviews** with residents and business owners to gather opinions and expectations.

Aspects	Criteria	Score (Total 12)
Walkability & Streetscape	Sidewalk width Seating & Resting Areas	9
Commercial & Social Atmosphere	Business Activity Nighttime Atmosphere Social Spaces	6
Cultural & Festive Integration	Festive Decorations Event Programming Cultural Identity	3
Accessibility & Connectivity	Public Transit Access Parking Pedestrian & Bicycle Friendliness	11

DESIGN STRATEGIES

To improve the situation, multiple design strategies are proposed.

- The name of the square will be displayed as a **street arch** at the main entrance to enhance the identity and orientation.
- A vintage-style **street clock** will serve as a landmark and gathering point.



- **Decorative lighting** and **cultural banners** will be hung between buildings to enhance visual interest and create a festive atmosphere.
- **Street furniture** such as benches and bike racks will be redesigned to incorporate artistic and functional elements to enhance usability and aesthetics.
- Additional **seating with integrated lighting** will support nighttime activities and provide safety.



- **Proposed activities** include weekend cultural pop-up market and seasonal events to attract visitors, support local vendors and enhance the cultural vitality.
- A popular boba shop opened on May 9 which attracted large crowds. It is facing sidewalk and Atlantic Blvd. However, most customers leave directly after buying drinks, showing that it is still necessary to encourage people to **stay and socialize**.



KEY FINDINGS

Key findings from the site evaluation indicate that the Square struggles most with **greenery**, **commercial vitality**, and **cultural integration**.

- The space lacks enough **landscape**, resulting in limited shade and low visual appeal.
- Many stores are **underutilized**, leading to low **foot traffic** and reduced **economic activity**.
- Lack of **cultural features** or **festive program** makes the place generic and disconnected from the identity of Monterey Park.

These issues significantly reduce its **attractiveness** as a social and commercial destination.

POLICY RECOMMENDATION

- City governments and developers should prioritize **streetscape** enhancements, including greenery, artistic street furniture, and lighting.
- Support **partnerships** with local businesses and cultural groups to host regular events.
- **Zoning and funding** incentives can encourage investment in aesthetic upgrades and community programming.
- These steps will promote economic recovery and foster stronger social and cultural connections in this area.

CONCLUSION

Atlantic Times Square is facing challenges in greenery, commercial vitality, and cultural atmosphere. Through site evaluation and design analysis, my project identifies key weaknesses and proposes strategies to activate the space, restore the square as a vibrant destination for shopping, dining, and community gathering in Monterey Park.

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