

# Project **FACTSHEET**

**HISTORIC WHITTIER BOULEVARD REVITALIZATION PROGRAM**



## Vision Plan Development

In April 2024, the City of Pico Rivera adopted the Historic Whittier Boulevard (HWB) Multimodal Plan, which will serve as the mobility element of the Vision Plan. Community outreach and engagement will continue as the project team explores new zoning, land uses, development standards, and design guidelines for future buildings and placemaking along HWB. The Vision and Multimodal Plans will lay the foundation for future planning and establishing a formal "uptown" district that embraces the rich history, culture, and diversity of Pico Rivera.

Together, the Multimodal and Vision Plans aim to:

- **Empower** people to participate in the process
- **Promote** healthy lifestyles & safer streets for all
- **Improve** access to parks, open & recreation space
- **Stimulate** economic growth & community prosperity
- **Integrate** art, technology, and style
- **Cultivate** a more sustainable environment

### TIMELINE



For more information or to sign up for updates, please visit:

**PICO-RIVERA.ORG**



# VISION PLAN: COMBINING LAND USE & MOBILITY



The Vision Plan will explore all the elements for new buildings, such as: heights, types, design guidelines, allowable uses and densities, housing options, parking, open space, placemaking, and more.

## PLAN FOR NEW BUILDINGS



## UPDATE EXISTING BUILDINGS



Below are the final design options for Whittier Boulevard from the Multimodal Plan. The Vision Plan will integrate the future street design into the regulations for new building development.

### OPT A: EXTENDED SIDEWALK



### OPT B: PROTECTED BIKEWAY

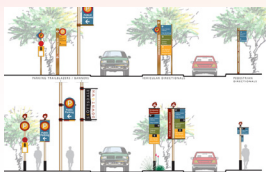


- Street Trees
- Expanded outdoor dining areas
- Expanded sidewalk zones
- Raised bike/ped crossings

- Street Trees
- Bioswale protected bike lanes
- Enhanced transit islands
- Raised bike/ped crossings

## RELATED PROJECTS

The Vision Plan will complement and support other projects already occurring and planned within the Study Area, including:



#### Branding, Signage & Furniture Master Plan

A citywide plan that will integrate the signage, street furniture, branding and related elements so they are durable, exciting, and reflect the character of the City.



#### Passons Avenue Depot (PAD) Park

The PAD Park will transform a underutilized and blighted bus depot at Passons Boulevard and Durfee Avenue into a colorful and vibrant neighborhood park.



#### Facade Improvement Program

Grant funding opportunities and design guidelines that can be used by businesses and property owners to update the facades of buildings.



#### Los Paseos Project: Phase 1

Transforming back alleys into vibrant paseos that offer outdoor dining areas, landscaping, artwork, new lighting, shade, and space for community programming.



#### Median Landscaping & Beautification

Ongoing projects to beautify center medians by replacing existing ground cover, add new drought tolerant plants and trees, high efficiency irrigation system, and includes artistic elements, signage, and monument markers.

