

Project **FACTSHEET**

HISTORIC WHITTIER BOULEVARD REVITALIZATION PROGRAM

Vision Plan & Multimodal Plan



In November 2024, the City of Pico Rivera City Council approved the Historic Whittier Boulevard (HWB) Vision Plan, culminating two years of planning for the future of Whittier Boulevard. Together, the Vision Plan and Multimodal Plan will lay the foundation for future development and establishing a formal "uptown" district that embraces the rich history, culture, and diversity of Pico Rivera. These plans help to advance the Pico Rivera 2035: Community Revitalization Program with the goals to create a more sustainable environment, resilient economy, proactive government, and a better quality of life for all, especially for future generations.

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

COMMUNITY ENGAGEMENT HIGHLIGHTS



November 2022
Project Initiation



Completed Over 90 Events:
Farmer's Markets
Fiesta Patrias
Online Surveys



Received Input from
Over 8,000
City Residents



Creation of the
Youth Ambassadors Program



Hosted two
Community Design Charettes and Plan Workshops at the IDEA Lab



November 2024
Vision Plan Approval



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

PICO-RIVERA.ORG/HWB



Vision Plan

PLAN FOR NEW BUILDINGS



Parking Solutions

Mix of Uses

Outdoor Dining

UPDATE EXISTING BUILDINGS



New Facade Materials

Complement Historic Architecture

Multimodal Plan

PHASE 1



Creative Micro Parks/Parklets

New Outdoor Dining

New Signals & Crosswalks

High-visibility Crosswalks

FINAL PHASE



Protected Bikeway

New Signage & Street Furniture

Bioswales to Capture Water

More Landscape & Canopy Trees

IMPLEMENTATION & EARLY ACTION PROJECTS:

The Plans introduce a phased yet strategic implementation approach that is highly competitive for grant funding. The Vision Plan identified multiple high-benefit early implementation projects to catalyze the transformation of the area, which include:



Rosemead/Lakewood Bus Rapid Transit (BRT)

City is starting a feasibility study in 2025 for a BRT route from East Pasadena to Long Beach, with a station at the intersection of Rosemead and Whittier Boulevards.



Passons Active 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.



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.



Los Paseos Mural Program

Professional artists will work with local artists to develop themes from community input, produce media content, and paint final murals along the Los Paseos and IDEA Lab.



Facade Improvement Program

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

