

CHAPTER 3

Land Use Element

Introduction

The Land Use Element focuses on the organization of the community's physical environment into logical, functional, and visually pleasing patterns, consistent with local values and priorities. Of primary concern are the *type*, *intensity*, *location*, and *character* of land uses desired for the future. The Land Use Element provides appropriate land for each of the variety of activities associated with a successful community, and guides the manner in which this land will be developed and used.

A key consideration in defining the type, intensity, location, and mix of future land uses is achieving a close relationship between local employment and housing. Reducing the number of miles residents must travel between home and work and providing opportunities for "transit-oriented" development consisting of high density, mixed use development adjacent to transit nodes will ease traffic congestion, reduce fuel and energy consumption, improve regional air quality, and reduce greenhouse gas emissions.

The arrangement and pattern of land uses set forth in this Element takes into consideration existing development, transportation routes, infrastructure capacity, natural and man-made barriers, and a variety of interrelated aspects that shape the community.

As required by State planning law, this Land Use Element designates the general distribution, location, and extent of land uses for housing, business, industry, open space, institutions, city facilities, and other categories of public and private uses of land within the city and its Sphere of Influence (SOI).

A description of the general layout desired for each land use type is provided in this Land Use Element. Another purpose of this Element is to identify opportunities to enhance the planning area's existing built form and make suggestions regarding appropriate options for design improvements.

Through the provisions of this Element and its implementation, the City seeks to:

- Establish and maintain an orderly pattern of development;
- Identify acceptable land uses and their general location, along with standards for residential density and non-residential intensity for development;
- Establish a land use classification system that implements land use policies;



Multiple family housing



Krikorian Theatre



Single-family housing

- Provide a pleasant, functional, and organized built environment that helps residents, workers, and visitors have a sense of well-being while in the community;
- Encourage residents, workers, and visitors to use businesses *within* the city by making commercial areas more attractive and functional;
- Provide good “wayfinding” to assist residents, workers, and visitors in finding facilities and services within the community;
- Attract future development of a high quality by giving developers and new businesses the confidence that their investment in the community will be protected; and
- Visually reflect the quality and heritage of the community.

Land Use Issues

Community Image and Character

Underlying the livability and economic vitality of a community is its perceived image. Quality in the design of the built environment is an investment that pays dividends in residents’ perceptions of their quality of life and the perceptions that prospective employers and retailers will have regarding the desirability of Pico Rivera as a location for their businesses.

Pico Rivera’s existing community character is a result of its natural setting, a compact community flanked by two rivers, and the history of the area, which began as Spanish and Mexican ranchos and later evolved into two small separate residential communities situated between the rivers – the towns of Pico and Rivera—that were ultimately incorporated into the City of Pico Rivera.

The city has enjoyed a marked improvement in the quality of its built environment over the past 20 years. New investments have been made in large-scale commercial development along Whittier and Washington Boulevards, and a modern industrial park has replaced the former Northrup manufacturing plant. In addition, significant investment has been made in upgrading streetscapes, as evidenced by recent improvements along Beverly, Rosemead, Washington, and Paramount Boulevards including the Parsons Boulevard Underpass project.

Yet, much work remains to be accomplished, including streetscape improvements along some major roadways, improved design of community entries and gateways, and upgrading of some older commercial corridors and aging industrial areas.

Organization of Land Uses

Throughout much of the planning area, the overall land use pattern is well established, and is not intended to change over time. Future development will primarily consist of infill projects, expansion of existing uses, and improvements to existing buildings. Within the northern portion of the city, some older, existing

general industrial development is planned to transition to higher employment-generating lighter industrial uses. Higher density housing will be introduced in strategic locations, including mixed-use development.

Recognizing that the planning area's land use pattern is well established and the need to protect existing residential neighborhoods, there are two overarching themes for future land use within the community. The first is to "Preserve and Protect" those neighborhoods, open space and commercial/industrial areas that are functioning well. The second is to focus on "Opportunity Areas" which represent the portions of the city where investment in design improvements or land use changes would improve economic prosperity and the visual quality of the community, while also meeting its future housing needs.

The General Plan provides a blueprint for community development by designating lands for different types of uses. In designating land uses, the General Plan takes into account:

- *Existing Land Use:* What is the current pattern of developed land by type of land use – residential, commercial, service, manufacturing, and others?
- *Demand:* How much demand exists for existing and new land uses of various types (housing, retail, industry, etc.)?
- *Desired Future Land Use:* What locations within the community are best suited for uses that are different than those that exist today? What different uses do we need in the future? Is there sufficient land in appropriate locations to satisfy future needs?
- *Infrastructure Availability:* Are urban services – water supply, wastewater collection and treatment, transportation facilities, and others – adequate to serve existing *and* future development?

Taking these considerations into account, the General Plan indicates where various kinds of land uses are best located, and how much of each use should be provided. The General Plan provides opportunities, but does not cause development to happen. The General Plan recognizes that, ultimately, development depends on the initiative of individual developers and businesses, for whom the provisions of the General Plan establish a context for evaluating the economic feasibility of their specific projects.

Land Use Transitions and Buffers

Although Pico Rivera's overall land use pattern is well established, and are not intended to change over time, there exist within the community locations where incompatible land uses sit side-by-side together. For example, within the northern portion of the city, certain residential neighborhoods are located adjacent to industrial uses, including along Kruse Road and in the area north of Whittier Boulevard east of Durfee Avenue. The General Plan proposes land use changes



Pico Rivera
Historical Museum

and includes appropriate policies to address land use transitions and to create buffers to address these incompatibilities.

Historic Resources

While the City's history has played a role in defining Pico Rivera's current land use pattern, certain pieces of history have also endured and become important assets to the community. The City in consultation with the Pico Rivera History and Heritage Society has gathered a great deal of local historical information and identified a total of 13 buildings and sites with the potential for historical significance (see **Table 3-1**). Only one of the sites, the La Mano building located at 9235 Whittier Boulevard is a California registered historical building. It was the former National Bank of Pico Rivera. None of the other sites are currently listed in federal or state registers. However, regardless of whether these sites are eligible for official registration with the federal or state government, the City is committed to acknowledging, protecting and enhancing its historic resources. General Plan goals and policies support this commitment by recommending protection of these sites subject to further study of their historical significance.

Table 3-1
Potential Historical Buildings and Sites

Number	Name	Address	APN	Historic Significance
1	Bliss House	5537 Rosemead Boulevard	6372028022	Historic home of baseball player Jack Bliss.
2	St. Francis Xavier Church	4245 Acacia Avenue	5272018029	First Catholic church in Pico, c. 1930s
3	Turner House	8823 Dunlap Crossing Road	6372026021	Historic home, c.1900
4	Barlow-Haag House	8612 Dunlap Crossing Road	6371011033	Historic ranch house, c.1897
5	El Camino Real Mission Bells	Pico Rivera Plaza (in plaza area between Target and Food For Less, 8800-8600 Whittier Boulevard)		Historic El Camino Real route linking California Missions
6	Santa Fe Railroad Station (Pico Rivera History & Heritage Society)	Relocated, 9122 Washington Boulevard	6381003900	Site of the Santa Fe Depot (1884-1888)
7	Chauncy Clark House	8310 Orange Avenue	6385002045	Historic house, c.1912
8	Wells House	8321 Passons Boulevard	6387011013	Historic house, c.1914
9	Rivera First Baptist Church	9125-9141 Burke Street	6382020050	Original site of the First Baptist Church of Rivera (1888-1916)
10	Brown House	9239 Mines Avenue	6377027035	Site of historic home
11	Witherow House	9109 Mines Avenue	6377029022	Historic house, c. 1903
12	La Mano Building	9235 Whittier Boulevard	6374016023	Old Nation Bank, California registered historic building*
13	Eternal Flame Monument	Mines Avenue and Dunlap Crossing Road (behind the Pico Rivera Library)		Veterans memorial, C. 1978

Source: City of Pico Rivera Planning Department, 2014

*This is the only site that is California registered, all other sites need further study to determine their historic value.

Land Use Plan

This section presents the Land Use Plan and an overview of the standards of density and building intensity, and allowed uses for the various land use designations in the plan, consistent with the requirements of State Planning Law. **Figure 3-1** presents the Land Use Plan for Pico Rivera. **Table 3-2** describes the uses and densities permitted for each land use category.

Intensity standards are expressed as an allowable range of residential densities and nonresidential floor area ratios (FARs) per gross acre. Examples of typical densities and FARs are illustrated on **Figure 3-2**.

California Planning law calls for conformity between the land use map and the zoning map. This consistency provision is important, since the zoning ordinance serves as the primary implementation tool of the Land Use Element. In instances where there is a conflict and an inconsistency arises, the general plan designation prevails. State law indicates that local governments have a “reasonable amount of time” to amend their zoning ordinance to ensure consistency. **Appendix A, Zoning Compatibility Matrix** provides information regarding zoning districts and their consistency with the various land use designations of the General Plan.

In areas where zoning has not been brought into conformity with the General Plan and a discretionary permit is required for development, the City shall allow property owners to either:

1. Develop consistent with the existing zoning provided the City makes a finding that approval of the project would not interfere with the long-term development of the area consistent with the General Plan; or
2. Develop under the General Plan designation, in which case the City and property owners will facilitate a rezoning consistent with the General Plan.

Residential Density

Residential density is expressed as units per gross acre, and is calculated as the total number of units within a defined area divided by the gross acres of the area.

Non-Residential Development Intensity

Non-residential development intensity is expressed as Floor Area Ratio (FAR), which is the ratio of the gross square footage of all buildings on a lot to the gross square footage of the lot.

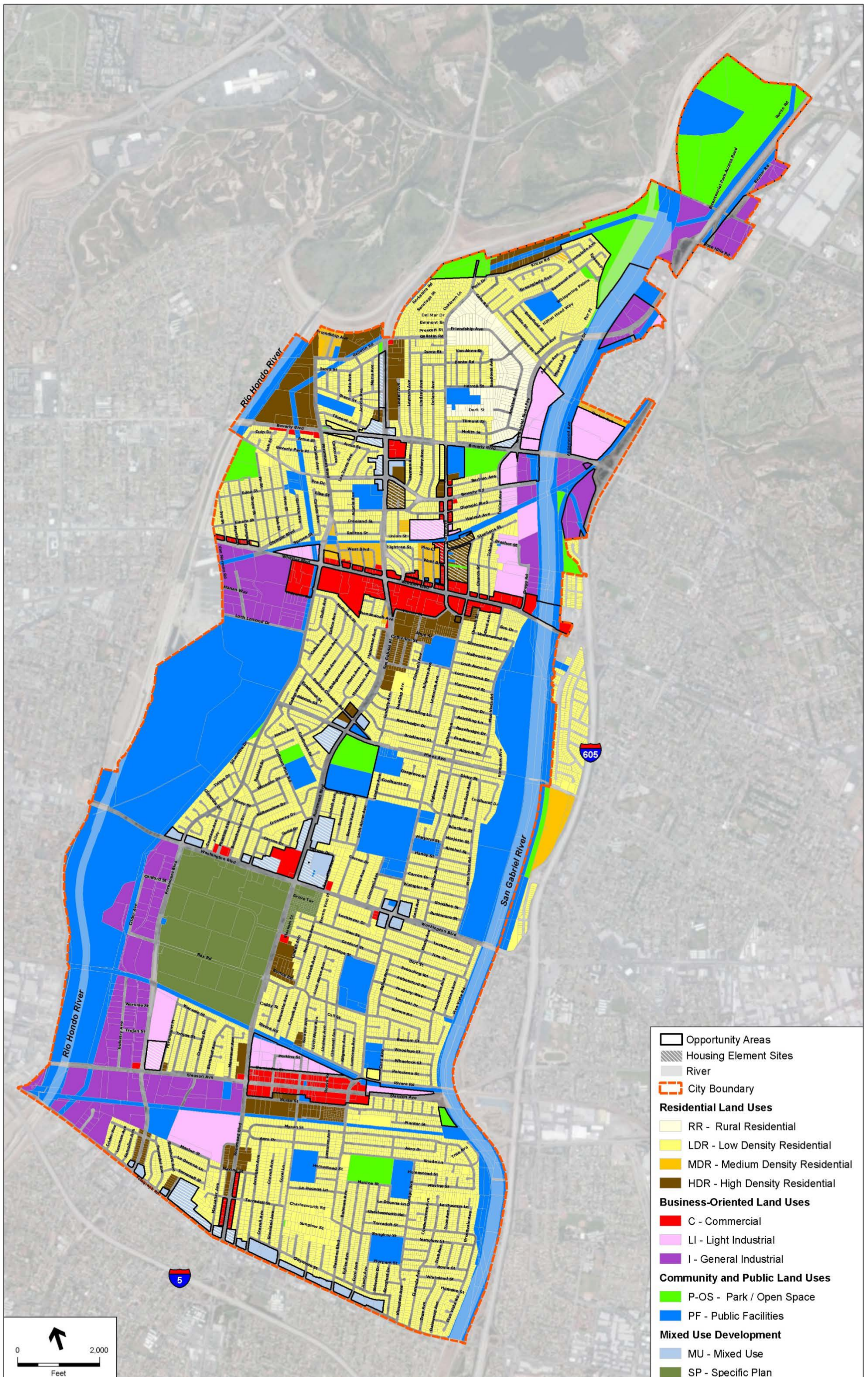


Figure 3-1: Land Use Plan

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Table 3-2:
General Plan Land Use Categories

Map Symbol	Intention	Maximum Density/ Land Use Intensity
Land Use Designations		
Residential Land Uses		
<p>Densities are stated as the maximum permissible number of dwelling units per net acre that exists within the project site <i>prior</i> to any new dedication requirements. Density is assumed to accrue only to lands that are “developable.” Developable acres are those that are not encumbered by prior dedications of easements or rights-of-way, and are not flood-prone or subject to other hazards as to be unable to support new development.</p> <p>Second units on a residential lot may be permitted subject to the provisions of the zoning ordinance, provided that second units are developed within the applicable maximum allowable density of lot they are being developed on and per State law.</p> <p>Provision of density bonuses to facilitate the development of housing for lower income residents as allowed by State law and City ordinance may result in development densities in excess of the nominal maximum density for any land use designation.</p>		
RR	<p>The Rural Residential designation preserves large lot rural lifestyles, including the keeping of animals within an urban setting. Housing types range from large ranch estate homes to several detached houses on a single large lot when consistent with the maximum allowable land use intensity and permitted by the zoning ordinance.</p>	<p><i>Density:</i> Up to 2 dwelling units per net acre</p>
LDR	<p>The Low Density Residential designation makes up the majority of the residential land use within the city. These areas typically consist of traditional suburban subdivisions with one house per lot or in some case, one house on a lot with an attached or detached rental unit. A mixture of housing types may be developed within a single project site consistent with Low Density Residential density limits are not exceeded and a determination by the City that the proposed mix of dwelling units will be compatible with the surrounding neighborhood.</p>	<p><i>Density:</i> 2-6 dwelling units per net acre.</p>
MDR	<p>Lands designated Medium Density Residential are typified by a wide range of living accommodations, including conventional detached homes, detached dwellings on small lots, mobile homes, duplexes, townhouses, condominiums, and garden apartments. A mixture of detached homes and attached for-sale or for-rent dwelling units could also be permitted within a proposed development consistent with Medium Density Residential density limits and a determination by the City that the proposed dwelling unit mix will be compatible with the surrounding neighborhood.</p>	<p><i>Density:</i> 6-14 dwelling units per net acre.</p>
HDR	<p>The High Density Residential designation is typified by townhouses, condominiums and apartments. Since the Land Use Map designates density rather than specific housing types, a mixture of houses, condominiums, and apartments could also be permitted within a proposed development if High Density Residential density limits are not exceeded and a determination is made by the City that the proposed development will be compatible with the surrounding neighborhood and General Plan policies. High Density Residential designations are primarily located along major street corridors and near major activity centers.</p>	<p><i>Density:</i> 14-30 dwelling units per net acre.</p>

Table 3-2 (continued):
General Plan Land Use Categories

Map Symbol	Intention	Maximum Density/ Land Use Intensity
Business-Oriented Land Uses		
<p>The General Plan identifies business-oriented land use designations to provide a broad range of shopping, commercial service, and employment opportunities for the community. Permitted maximum land use intensities for each designation are stated as maximum floor area ratios (FAR), which are determined by dividing the total proposed building area (square feet) of a development by the square footage of the development site prior to any new dedication requirements. Achievement of this maximum is neither guaranteed nor implied. The final density achieved by any particular development is dependent upon the project’s design, any constraints that might be present within the site, traffic and site access considerations, available infrastructure and services, and other factors. Applicable zoning standards may also limit attainment of maximum allowable intensities.</p>		
C	<p>The Commercial land use designation is intended to provide appropriately located areas for the general shopping, commercial services, dining and entertainment, and professional office needs of the community. Examples of the intended nature of development within the Commercial designation include shopping centers, in-line shops, specialty shops, stand-alone commercial uses, and office buildings. Within the Commercial designation, and subject to applicable General Plan policies and Pico Rivera ordinance provisions, appropriate land uses include a broad range of commercial, retail, service, and office uses. Typical uses include general retail, markets, commercial services, restaurants, automotive repair and service, hardware and home improvement, durable goods sales, commercial recreation, professional and business offices, financial institutions, and automotive sales.</p>	<i>Intensity:</i> Maximum FAR of 0.75
LI	<p>The Light Industrial land use designation is characterized by a variety of light industrial uses, including warehousing/distribution, assembly, light manufacturing, research and development, mini-storage, and repair facilities conducted within enclosed structures as well as supporting retail and personal services. Light Industrial areas are intended for industrial uses compatible with a location in closer proximity to residential development than general industrial areas and are intended for businesses that do not generate substantial volumes of heavy truck traffic.</p>	<i>Intensity:</i> Maximum FAR of 0.60
I	<p>General Industrial designations are intended for a range of industrial businesses, including uses, which, because of their truck-intensive nature or for reasons of potential environmental effects, are best segregated from other, more sensitive, land uses, such as residential neighborhoods. These areas provide for a wide range and variety of manufacturing and assembly, large-scale warehousing and distribution uses, contractors storage yards, and wholesale activities.</p> <p>Retail or service uses designed to meet the needs of businesses may be permitted subject to applicable zoning regulations. General Industrial areas are intended to make a positive contribution to the local economy and municipal revenues, and furnish local employment opportunities for area residents.</p>	<i>Intensity:</i> Maximum FAR of 0.60

Table 3-2 (continued):

General Plan Land Use Categories

Map Symbol	Intention	Maximum Density/ Land Use Intensity
Community and Public Land Uses		
<p>The General Plan identifies Community and Public land use designations to provide for public and institutional activities, as well as for the preservation of open space. Pico Rivera recognizes that the City might not have jurisdiction over certain public facilities, and that public entities might not be required to follow the City's development standards. In such cases, the City's land use policies, including maximum development intensity are intended as a guideline for the agency.</p>		
P/OS	<p>The primary purpose of areas designated Park/Open Space is the provision of recreational facilities, preservation of environmental resources, managed production of resources, and protection of the public health and safety. Certain open space areas, such as those that exist to protect public health or sensitive environmental resources or those owned and managed by private entities, might not be open to public use. The most prevalent public open space uses are City parks. It is also the intent of this designation to include uses, such as utility corridors, that serve as interim and permanent open space. Only uses consistent with the open space purposes of lands designated Park/Open Space are appropriate, subject to the applicable General Plan policies and zoning ordinance provisions. This designation recognizes that certain recreational uses such as the municipal golf course and equestrian centers may be of higher intensity use than typical parks and open space areas. In addition, wholesale nurseries and landscape growers may be permitted within public utility easements subject to General Plan policies and zoning ordinance provisions.</p>	<p><i>Intensity:</i> The maximum land use intensity is governed by the open space/recreation purpose of the land so designated.</p>
PF	<p>The Public Facilities designation is intended to recognize existing publicly owned facilities, and to provide areas for the conduct of public and institutional activities, including but not limited to State and Federal agencies, special districts, public schools and associated administrative offices, and public and private utilities. Uses within this designation include public and private schools, public corporation yards, libraries, fire stations, civic center, and other governmental offices and facilities. Uses also include open space, parks, greenways and trails that are intended for public use.</p>	<p><i>Intensity:</i> Maximum FAR of 1.0</p>
Mixed Use Development		
<p>Two unique land use designations provide for flexible land use in activity centers and provide for innovation in design. Whereas the other land use designations generally focus on a single type of land use, mixed land use categories produce a successful blend of land uses to create successful districts.</p>		
MU	<p>The primary purpose of areas designated Mixed Use is to provide a different style of development than traditional neighborhoods, commercial, and employment areas that are physically separated from each other. The specific mix of uses and development density are to be appropriate to the site's location, access, size, and adjacent land uses. The intent is to create areas in which a mix of uses can come together to meet the community's housing, shopping, employment, and institutional needs through efficient patterns of land use. The Mixed Use designation provides flexibility to develop standalone residential or</p>	<p><i>Intensity:</i> Maximum FAR shall be 1.0 for non-residential uses and up to 30 dwelling units per net acre for residential uses</p> <p>The scale, size and mix of land uses vary by area. Further direction regarding land use</p>

Table 3-2 (continued):
General Plan Land Use Categories

Map Symbol	Intention	Maximum Density/ Land Use Intensity
	<p>commercial or a combination of both. Within the Mixed Use designation, both “vertical mixed use” (various types of uses integrated within individual buildings, such as commercial on the ground floor with residential uses above) and “horizontal mixed use” (individual buildings housing different types of uses within an integrated site plan) are appropriate.</p>	<p>distributions, densities and intensities within each area is provided by provisions of the Opportunity Area within which the development is located.</p>
<p>SP</p>	<p>The Specific Plan designation is intended to be used in combination with underlying General Plan land use designations to allow for the creation of flexible standards in areas of the city which have unique characteristics, environmental constraints, or would not otherwise achieve General Plan goals and policies using the existing designations.</p> <p>Within the Specific Plan designated areas, all land uses which underlie the Specific Plan designation are considered to be appropriate subject to applicable General Plan policies and Zoning ordinance provisions. Development or redevelopment within the Specific Plan designation will be subject to the requirements of Government Code Section 65450. In addition, Specific Plans must include:</p> <ul style="list-style-type: none"> • A land use plan incorporating high quality design concepts and a consistent design theme; • A circulation plan which shows appropriate access to and from the development as well as how the project roadways will be designed; • A landscape plan providing a consistent planting theme; • A description (which includes illustrative examples) of techniques which will be used to buffer residential and non-residential uses; • An implementation plan which includes a phasing plan for the installation of capital improvements which is consistent with area master plans, how increases in the level of public services such as sheriff, fire, and schools are to be addressed; • An overall development phasing plan for the development; • An assessment of the fiscal and economic impacts of the development; and • When determined necessary by the City, a development agreement which includes the elements listed above and setting forth the terms and conditions agreeable to the City and the developer for implementation of the project. <p>Upon adoption of a specific plan as defined above, the underlying General Plan and Zoning Designations shall be represented by the “SP” Specific Plan designation.</p>	<p><i>Intensity:</i> The maximum overall intensity of development within the Specific Plan designation shall be consistent with the provisions of the Pico Rivera General Plan as determined through the development review process. In all cases, the intensity of Specific Plan developments, and each portion thereof, shall be compatible with the underlying General Plan densities and intensities and adjacent and adjacent and existing and planned land uses.</p>

Table 3-2 (continued):
General Plan Land Use Categories

Map Symbol	Intention	Maximum Density/ Land Use Intensity
Special Planning Areas		
Special Planning Areas provide additional direction for specific locations in Pico Rivera that supplements and is in addition to other general plan policies.		
Opportunity Area	Several areas within the city are identified as "Opportunity Areas," and are intended to accommodate much of the City's anticipated redevelopment and potential new growth. Each area has its own purpose and intent. The identification of "Opportunity Areas" allows for flexibility in determining specific intentions for use, design and character unique to each area that supplements and is in addition to other General Plan policies.	<i>Intensity.</i> The maximum overall intensity of development within each Opportunity Area shall be consistent with the provisions of the General Plan for the Opportunity Area within which the development is located.
Housing Element Sites	These sites are identified by the Housing Element to meet the Regional Housing Needs Assessment. These sites are subject to a rezoning program pursuant to Program 15 in Section 2, Housing Plan of the Housing Element.	<i>The following density standards shall apply to residential development:</i> 6 to 14 dwelling units per acre in MDR. A minimum 30 dwelling units per acre in HDR. A 50% development capacity and minimum 30 dwelling units per acre in MU for residential uses.

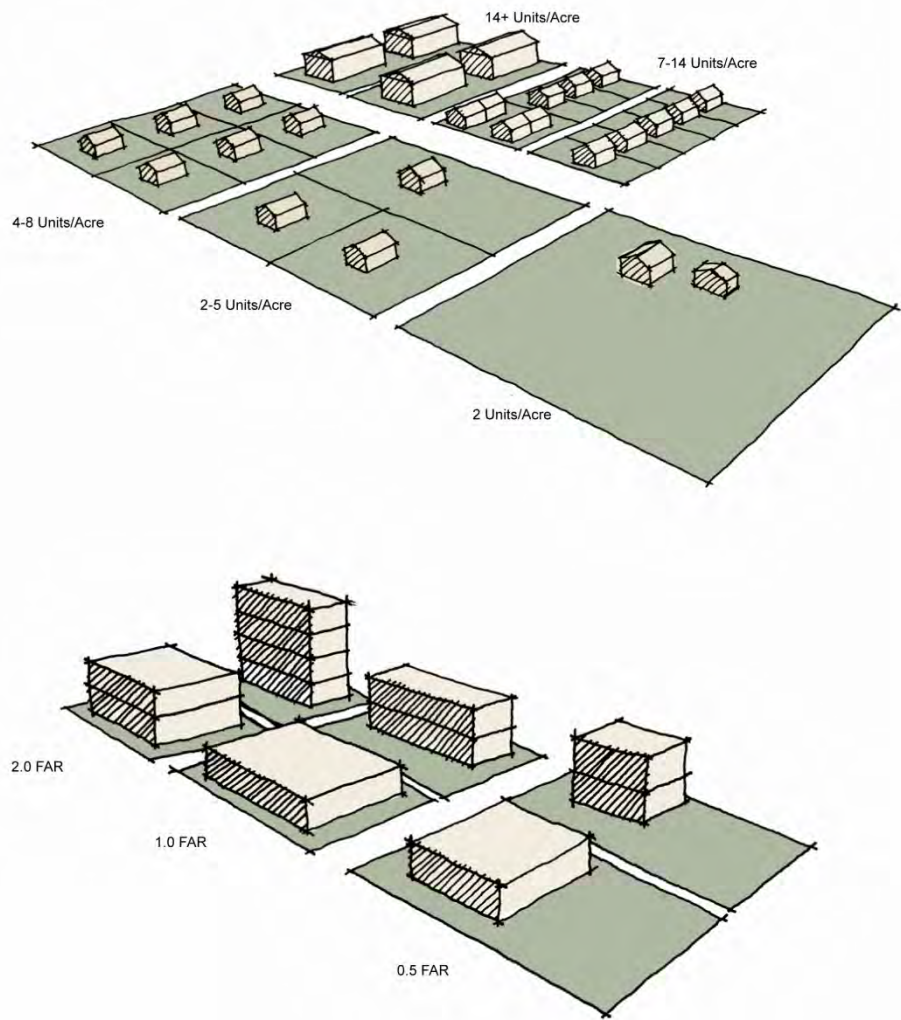


Figure 3-2: FAR

Development Potential

An adequate supply of employment and revenue generating land uses is a key component of a healthy and prosperous community. The estimated development potential allocated by the General Plan is summarized in **Table 3-3**. Given the built-out nature of the planning area and the typical variations in the intensity of individual projects, a “realistic” development scenario was developed for the purposes of calculating development potential.

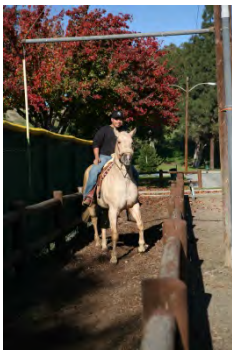
Table 3-3 summarizes the maximum and realistic density and intensity of development allowed within each General Plan land use designation and the likely buildout associated with these assumptions.

Table 3-3
General Plan Estimated Development Potential

Land Use	Acres	Density/Intensity ¹		Development Capacity ²	
		Max	Assumed	Units/ Square Feet	Population/ Employees
Residential					
Rural Residential (RR)	78	2	2	156	588
Low Density Residential (LDR)	1,837	6	6	11,022	41,553
Medium Density Residential (MDR)	60	14	14	840	3,167
High Density Residential (HDR)	179	30	25	4,475	16,871
Business Oriented					
Commercial (C)	152	0.75	0.5	3,310,560	4,555
Light Industrial (LI)	172	0.6	0.4	2,996,928	2,757
General Industrial (I)	366	0.6	0.5	7,971,480	6,696
Community and Public Land Uses					
Park/Open Space (P-OS)	252				
Public Facilities (PF) ³	1,382	1	0.25	3,713,490	3,713
Mixed-Use Development					
Mixed-Use (MU) ⁴					
Housing Element Sites	73	1.0 - 50% 30 du/ac - 50%	.35 - 50% 30 du/ac - 50%	1,414 du 557,241 sf	5,331 residents 947 employees
Other MU Sites	27	1.0 - 50% 30 du/ac - 50%	0.60 - 50% 20 du/ac - 50%	242 du 351,529 sf	913 residents 325 employees
Specific Plan (SP)					
SP 301	12	Per SP 301	NA	159	409
SP 400	216	Per SP 400	NA	3,611,847	3,910
Right-of-way	864				
Total	5,670			18,308 du 22,513,076 sf	68,831 residents 22,905 employees

Notes:

- Historically, citywide buildout levels do not achieve the maximum allowable density/intensity on every parcel and are, on average lower than allowed by the Land Use Plan. Accordingly, the buildout estimates do not assume buildout at the maximum density or intensity for all land use categories and are adjusted downward in some cases. To view the buildout assumptions, see the Pico Rivera Development Potential Methodology in Appendix B.
- To view the factors used to generate the estimated population and employees see Appendix B.
- Calculation for development potential was not applied to areas for water (including San Gabriel and Rio Hondo rivers and their spreading grounds), flood control, electrical power, and railroad uses.
- Development potential for Mixed Use areas is based on general estimates and subject to refinement through future, more detailed plans.



Equestrian trail near Streamland Park

Additional policies addressing equestrian facilities can be found in the Healthy Community Element under Parks and Recreation



A monument sign in Pico Rivera.

Goals, Policies, and Implementation Actions

Community Image and Character

Goal 3.1

Protect and enhance the character of the City's rural residential neighborhoods which are the last vestige for animal keeping and agricultural activities within Pico Rivera.

Policy 3.1-1 Land use. Retain the Rural Residential land use designation in its current locations.

Policy 3.1-2 Equestrian trails. Expand the equestrian trail system to complete connections from the City's rural residential neighborhoods to existing and future equestrian facilities.

Implementation Program for Policies 3.1-2:

- *Prepare an equestrian trail plan and feasibility study as an independent study or as part of a comprehensive trails plan to identify necessary trail improvements and funding sources to construct and maintain an expanded equestrian trail system.*

Policy 3.1-3 Equestrian uses. Establish equestrian oriented uses at the Bicentennial Park Campground adjacent to the Sports Arena.

Policy 3.1-4 Equestrian facilities. Preserve the horse ranch located east of the I-605 freeway north of Rose Hills as an equestrian oriented facility and expand safe trail connections to this facility from the rural residential neighborhoods and any future equestrian facilities.

Goal 3.2

Enhance key entryways and gateways to the city to create a distinct sense of arrival and identify a central space for civic gathering to promote a positive image and strengthen the identity of Pico Rivera

Policy 3.2-1 Gateway Design and Improvement. Create a city-wide entry and wayfinding signage program to create clear entry statements at key gateways to the city, to improve the identification of important destinations throughout the city, to distinguish and brand the city and for beautification. Design gateway treatments for key entryways into the city that incorporate landscaping, signage, public art, and/or structural elements that communicate a sense of arrival.

Implementation Program for Policies 3.2-1:

- *Adopt a Gateway Improvement and Wayfinding Signage Program that identifies consistent gateway treatments for the key entryways to the city, including design and development standards and specific locations for installation of the necessary improvements.*

Policy 3.2-2 Central Gathering Place. Enhance the Smith Park/Pico Rivera Library Area as a central gathering place by creating a more diverse array of community services – farmers market, shopping, entertainment, recreation, and community events.

Policy 3.2-3 Investment. Focus community investment and resources in the development of the Smith Park/Pico Rivera Library area as a central gathering place and focal point for the city.

Goal 3.5

Recognize the importance of the Whittier Narrows Dam, Rio Hondo and San Gabriel River channels in shaping the character, identity and physical structure of the community by protecting and enhancing these features.

Policy 3.5-1 Trails. Expand bicycle and pedestrian trails, where feasible along the Rio Hondo and San Gabriel River channels.

Policy 3.5-2 Habitat. Identify areas where natural habitats along the Rio Hondo and San Gabriel River channels could be restored.

Policy 3.5-3 Recreation. Identify opportunities for passive recreation areas within and along the Whittier Narrows Dam, Rio Hondo and San Gabriel River channels.

Policy 3.5-4 Open Space and Landscaping. Identify opportunities to provide open space/parks and/or landscaping along the Whittier Narrows Dam, Rio Hondo and San Gabriel River channels that will soften and enhance the edges adjacent to these natural features.

Goal 3.6

Improve the community image by ensuring a consistent level of high quality design and ongoing maintenance and improvement of existing development.

Policy 3.6-1 Design Guidelines. Ensure a consistent level of high quality design through the development of design guidelines and a design review process for new development. At a minimum, the design guidelines should provide direction on the following:

- Site design
- Building design
- Parking and circulation
- Landscaping
- Services and Accessory Structures

Smith Park/Pico Rivera Library is also an Opportunity Area. Additional policies addressing this area can be found under Opportunity Areas.

See also the Healthy Communities Element under Parks and Recreation for additional policies regarding the Whittier Narrows Dam, Rio Hondo and San Gabriel River channels.

See also Implementation Program for Policy 3.6-1 for design review and design guideline programs.

Policy 3.6-2 Sustainable Development. Promote land development practices that reduce energy and water consumption, pollution, greenhouse gas emissions, and disposal of waste materials incorporating such techniques as:

- Concentration of uses and design of development to promote walking, bicycling, and use of public transit in lieu of the automobile;
- Encourage development of transit-oriented development near public transit and residential areas;
- Capture and reuse of stormwater on-site for irrigation;
- Management of wastewater and use of recycled water, including encouraging the use of grey water;
- Orientation of buildings to maximize opportunities for solar energy use, daylighting, and ventilation;
- Use of landscapes that conserve water and reduce green waste;
- Use of permeable paving materials or reduction of paved surfaces;
- Shading of surface parking, walkways, and plazas and incorporation of solar technology; and/or
- Recycling and/or salvaging of reuse of construction and demolition debris.

Implementation Program for Policy 3.6-1 and 3.6-2:

- *Amend the Zoning Code to include a design review process.*
- *Prepare and adopt city-wide design guidelines for commercial, industrial, mixed-use and residential development to ensure consistent, high quality design.*
- *As part of the City's Design Review process develop an evaluation of the performance of the proposed project based on environmental sustainability objectives, including adherence to the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) and California Building Industry Association's California Green Building (CBG) rating or comparable criteria.*

Policy 3.6-2 Retrofits. Encourage retrofits and reuse of older and underutilized industrial and commercial buildings throughout the city to create more modern buildings and sites with a higher quality of design.

Implementation Program for Policy 3.6-2:

- *Explore development of a program that encourages individuals or businesses to complete retrofits for their properties through incentives such as tax credits, financing opportunities or other means.*

Policy 3.6-3 Code Enforcement. Improve the appearance of substandard structures, properties and signage through improved code enforcement efforts, which is the primary means to ensure that properties are well maintained.

Implementation Program for Policy 3.6-3:

- *Evaluate the City's code enforcement efforts including funding and staffing to ensure that they are adequate to meet the needs of the community.*

Policy 3.6-4 Sign Ordinance. Update the existing sign ordinance to better regulate the quantity of signs as well as size, location and overall design to maintain and enhance the visual quality of the community.

Implementation Program for Policy 3.6-4:

- *Adopt an update to the existing sign ordinance.*
- *Complete an inventory of signs to identify illegal signs, legal, non-conforming signs and conforming signs and develop an amortization schedule and procedures for property owners to bring these signs into compliance with the sign ordinance.*

Organization of Land Uses

Residential Land Uses

Goal 3.7

Protect and enhance existing residential neighborhoods, assuring that they are safe, attractive, provide quality housing choices and are designed and maintained to enhance livability.

Policy 3.7-1 Design. Regulate the design and site planning of new development in and adjacent to residential neighborhoods to ensure compatibility between the new development and the existing residential areas.

Policy 3.7-2 Neighborhood Revitalization. Promote revitalization of neighborhoods in need by maintaining public improvements, encouraging infill development compatible with the scale and character of existing development, and supporting public and private efforts to upgrade and maintain neighborhood appearance and the existing housing stock.

Policy 3.7-3 Housing Maintenance. Promote the maintenance of existing residential units and improvements through code enforcement and the Housing Rehabilitation Program to assure a quality living environment for residents and consistency with their neighborhood setting.

Policy 3.7-4 Safety. Require that residential developments be designed to facilitate and enhance neighborhood surveillance for safety.

Policy 3.7-5 Innovative Housing. Encourage development of innovative forms of housing that increase the diversity of affordable housing options in the city and provide additional quality housing options for residents of all income levels.

Additional policies addressing affordable housing can be found in the Housing Element

Policy 3.7-6 Walkability. Maintain sidewalks, parkways, street trees and landscaping throughout the residential neighborhoods to create a pleasant environment for walking and outdoor activities.

Commercial and Mixed-Use Land Uses

Goal 3.8

Diverse and attractive commercial, office and mixed-use development that serves the community's needs and contributes to the City's economic vitality

Policy 3.8-1 Appearance and Vitality. Support public and private efforts to reinvest in and renovate existing commercial development to increase economic vitality, improve aesthetic appearance, expand pedestrian orientation and enhance street frontages.

Policy 3.8-2 Reuse and Intensification. Promote the reuse of vacant, underutilized and inefficient commercial uses for more economically productive purposes, including higher intensity businesses, housing and mixed-use development.

Policy 3.8-3 Revitalization of Obsolete and Underused Properties. Encourage the consolidation of small parcels, joint public-private partnerships and land clearance and resale, to facilitate revitalization of underused and obsolete commercial properties.

Policy 3.8-4 New Commercial and Mixed-Use Development. Promote high quality commercial, office and mixed-use development and redevelopment that is compatible with surrounding uses, and enhances adjacent streetscapes.

Policy 3.8-5 Diversity of Uses. Provide for and encourage the development of a broad range of uses in the commercial areas that reduce the need to travel to adjoining communities and capture a greater share of local spending.

Policy 3.8-6 Enhanced Design Character. Encourage the renovation, infill and redevelopment of existing commercial areas to improve their architectural design and quality, reduce the visual prominence of parking lots, make centers more pedestrian friendly, reduce visual clutter associated with signage, and enhance the definition and character of the street frontage and associated streetscapes.

Implementation Programs for Policies 3.8-1 to 3.8-6:

- *Explore potential incentives to promote desired infill and redevelopment opportunities. Incentives may include priority processing, flexible development standards, density/intensity bonuses, fee deferrals, support of infrastructure upgrades or similar.*

See also policies addressing streetscape enhancements and pedestrian improvements in the Circulation Element.

See also the Economic Prosperity Element for policies pertaining to new and existing businesses.

- *Pursue grant and other available funding sources to support planning, infrastructure and building upgrades, streetscape and pedestrian improvements, incentives and other programs within revitalization areas.*
- *Amend the Zoning Code to require conditional use permits for automotive repair facilities, liquor stores, motels and fast food restaurant establishments to avoid an overconcentration of these types of uses and to protect opportunities for higher intensity and higher quality commercial development.*
- *Create a database to keep track of underutilized commercial properties throughout the city to assist in the identification of future development opportunities.*
- *Consider adoption of a vacant buildings ordinance to register vacant and abandoned commercial and industrial buildings, require appropriate maintenance and monitoring, and encourage redevelopment to protect the surrounding areas from decline and devaluation.*

Policy 3.8-7 Buffering Adjoining Residential Areas. Require buffering, screening, setbacks and other measures for new and expanded commercial uses adjacent to residential neighborhoods to minimize impacts and compatibility conflicts.

Implementation Program for Policy 3.8-7:

- *Amend the Zoning Code to provide standards to ensure that new development minimizes incompatibility between adjacent land uses.*

Policy 3.8-8 Connectivity to Neighborhoods. Link commercial districts to adjoining residential neighborhoods and other districts by well-designed and attractive pedestrian sidewalks and trails, where appropriate.

Industrial Land Uses

Goal 3.9

A wide range of quality industries that provides job opportunities for Pico Rivera's residents while ensuring compatibility with nearby residential neighborhoods.

Policy 3.9-1 New Industrial Development. Promote high quality industrial development and redevelopment that is compatible with surrounding uses and enhances the adjacent streetscape.

Policy 3.9-2 Promote Industrial Development. Promote recruitment of a diverse range of new industrial users and retention and intensification of existing users that offer job opportunities for the city's residents and revenues to the City.

Policy 3.9-3 Supporting Uses. Encourage the integration of compatible supporting uses in industrial districts that serve the needs of employees and reduce their need to travel off-site during the workday.

See also policies addressing economic development in the Economic Prosperity Element

Policy 3.9-4 Design and Buffer. Ensure that industrial developments are sited and adequately buffered from surrounding neighborhoods and development to minimize negative impacts such as visual pollution, noise, odors, truck activities, and other such conflicts on non-industrial uses.

Policy 3.9-5 Infrastructure. Ensure the long-term maintenance of the city's roads that are more heavily impacted by industrial, trucking uses.

Implementation Programs for Policies 3.9-1 to 3.9-5:

- *Amend the Zoning Code to include performance based standards for industrial zones that will ensure high-quality design and site planning while protecting adjacent non-industrial uses through sufficient buffering, screening and transitions between uses.*
- *Explore the development of a truck intensive overlay zone to further manage the location and concentration of trucking uses so as to better mitigate noise, traffic and circulation, air pollution and other impacts to adjacent or nearby sensitive land uses.*

See also policies addressing truck routes in the Circulation Element.

Public Facilities, Open Space and Parks

Goal 3.10

A mix of governmental, educational, recreational and open space facilities that conveniently support the needs of Pico Rivera's residents and businesses.

Policy 3.10-1 Adequate Facilities. Ensure that community facilities and parks are distributed equitably throughout the city to provide efficient services to the broadest number of residents.

Policy 3.10-2 Location. Locate new parks, community centers, schools and other public facilities to be easily accessible by local residents, facilitate opportunities for joint use and enhance neighborhood interaction and identity.

Policy 3.10-3 Coordination with Non-City Public Service Providers. Coordinate, partner with, and encourage school and utility districts and other government and independent agencies that may be exempt from City land use control and approval to plan and improve their properties and design improvements to achieve a high level of visual and architectural quality that maintains the character of the neighborhoods or district in which they are located.

Policy 3.10-4 Parks and Open Spaces. Seek to expand the city's parklands, greenways and open spaces as land and funding become available, encouraging the redevelopment of vacant sites and coordinate with the appropriate regional agencies for future planning related to the river corridors, the Bicentennial Park Campground and the Sports Arena area.

Implementation Programs for Policies 3.10-1 to 3.10-4:

- *Pursue available state, federal and other funding sources to support facilities, equipment, programming and staffing for police, fire, parks and recreation.*

- *Continue to support the City's joint use agreement with El Rancho Unified School District for joint use of schools and parks.*
- *Pursue available county, state, federal and other funding sources to rehabilitate the Bicentennial Park Campgrounds as regional open space*

Specific Plans and Sphere of Influence Areas

Goal 3.11

New growth and redevelopment that is carefully planned, efficient, and contributes positively to the community.

Policy 3.11-1 Annexation Proposals. Support annexation proposals that provide for the efficient extension of City infrastructure and services and contribute positively to the City's fiscal viability and quality of life.

Policy 3.11-2 Specific Plans. Support the preparation and adoption of new specific plans consistent with policies pertaining to the redevelopment of properties within opportunity areas to assure achievement of the intended scale, character and quality of development.

Historic Resources

Goal 3.12

Inventory and protection of Pico Rivera's historic and cultural resources.

Policy 3.12-1 Identification. Maintain and periodically update the inventory of historic and cultural resources. This inventory shall include properties that may be eligible for listing in national and state registers as well as properties that do not meet the criteria for these registers but are important to protect in terms of local significance.

Policy 3.12-2 Adaptive Reuse. Encourage the adaptive reuse of buildings of historical significance to serve meaningful contemporary uses while preserving the character, spirit and original identity of the structures.

Policy 3.12-3 Consultation. Consult with appropriate organizations and individuals to minimize potential impacts to historic and cultural resources, including the Pico Rivera History and Heritage Society.

Policy 3.12-4 Education. Support programs to raise the awareness of the city's historic resources and the value of their protection.

Implementation Programs for Policies 3.12-1 to 3.12-4:

- *Adopt a preservation ordinance that would require a special permit to demolish or modify a historic resource.*

- *Work with the Pico Rivera History and Heritage Society, Los Angeles Conservancy and property owners to highlight locations of historic and cultural interest.*
- *Pursue funding for an in depth historic survey of significant properties including those listed on Table 3-1, Potential Historic Buildings and Sites.*
- *Preserve El Camino Real historic markers along Whittier Boulevard, which mark the California Mission Trail.*

Regional Cooperation

Goal 3.13

Coordinate land use planning programs between local, regional, State and Federal agencies.

Policy 3.13-1 Planning Coordination. Ensure that City planning activities are coordinated with other affected or responsible government agencies as appropriate.

Policy 3.13-2 Regional Planning. Participate in regional planning efforts with the Gateway Cities Council of Governments, Southern California Association of Governments (SCAG), Los Angeles County Metropolitan Transportation Authority (Metro), Watershed Conservation Authority and other appropriate organizations to ensure that City issues and interests are represented.

Policy 3.13-3 Project Review. Review, comment and coordinate on plans and projects of overlapping or neighboring agencies to ensure compatibility with the City's General Plan and to make certain that impacts on the city are mitigated.

Opportunity Areas

This section outlines each Opportunity area within the City of Pico Rivera and provides direction for these specific locations in Pico Rivera that will accommodate much of the city's anticipated redevelopment and potential new growth. These areas are organized into two broad categories:

1. Corridors
2. Targeted Planning Areas

Direction in this section expresses specific intentions for use, design and character for each area.

Figure 3-3 illustrates the locations of the opportunity areas intended for policy and program guidance. The boundaries on the map are intended to denote generally where specific actions are sought. Application of the actions to adjacent or nearby parcels is also appropriate if that action will contribute to the desired outcome.

Corridors

The City of Pico Rivera is spanned by a number of major corridors. These corridors are part of the city's urban framework and contain a varied mix of residential, commercial, industrial and other business-related uses including some sites that are vacant, underutilized, or in need of revitalization. The opportunity exists to remake these corridors into more pedestrian-friendly and visually pleasing destinations. Through revitalization, undesirable or incompatible uses can be transitioned to more appropriate locations and older, indistinct buildings can be refreshed and enhanced to create a more coherent design. Through enhancements to the streetscape, including street trees, landscaping and other amenities and changes to parking standards and parking arrangements, these corridors will become more inviting and accessible. The intent is to bring new vitality to the areas, encouraging public and private investment and reinvestment while creating more distinct places for commercial activities and social interaction.

While the General Plan provides broad direction and intent for each corridor, it is anticipated that more detailed plans will be prepared for each corridor either individually or in combination to further define objectives, strategies and specific actions. Subsequent planning efforts should engage local business owners and residents to address land use; market strategies; mobility; utilities, infrastructure, and streetscape improvements; parking; design guidelines and development standards; regulatory incentives; and implementation/financing programs. The City will pursue grants and other available funding sources to help finance such planning efforts.

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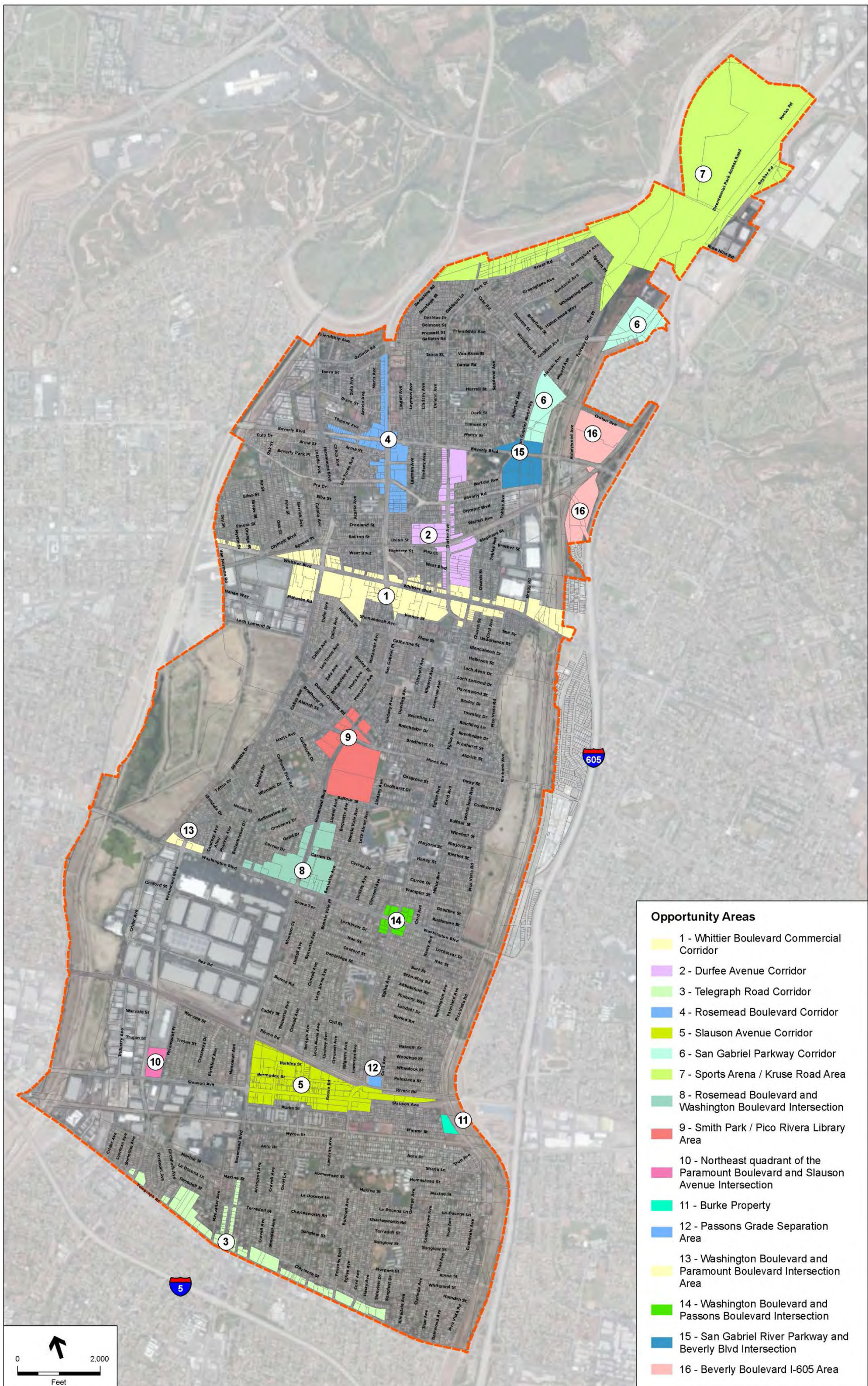


Figure 3-3: Opportunity Areas

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1 - Whittier Boulevard Commercial Corridor

Existing Conditions

The Whittier Boulevard Commercial Corridor is located along Whittier Boulevard between the railroad and the San Gabriel River. The north side was built between the 1920s and 1950s and is characterized by smaller scale commercial development on shallow lots with limited parking on the street or behind the buildings. The south side of Whittier Boulevard was built in the 1980s and is characterized by larger scale, commercial center development on larger lots. There is a need to revitalize the corridor, as described in further detail below.

The Whittier Boulevard Corridor is divided into three sub-areas. Development in sub-area 1, located along the north side of Whittier Boulevard consists of a mix of small-scale commercial buildings. There are older retail storefronts, including several buildings with historic character and dated strip commercial development. The buildings are in need of upgrades, additional parking and lack consistent design elements to create a more inviting streetscape. Because of multiple ownerships, assembling parcels to create commercial center-style development will be difficult for parcels along the north side of Whittier Boulevard. There are also some existing industrial uses, primarily concentrated west of Paramount Boulevard.

Sub-area 2 is located along the south side of Whittier Boulevard and consists of mostly newer large commercial centers with ample parking. However, buildings are of various ages and designs and increasing commercial vacancies in these centers reinforces the need to assess revitalization strategies for this area.

Sub-area 3 consists of a mix of older, small-scale commercial buildings similar to those in sub-area 1.

Opportunity

This corridor is important to the city in that it provides a range of shopping opportunities while also providing some relatively affordable space for locally-owned businesses. The area on the north side of Whittier Boulevard should remain predominantly small-scale commercial, with a focus on upgrading and enhancing the older commercial buildings through programs such as a façade enhancement program and by incorporating appropriate design standards for commercial development in the Zoning Code. Design improvements should provide connectivity and a more unified aesthetic theme between the commercial areas along the north and south sides of the corridor. This can be achieved through consistent and well-managed landscaping, signage, sidewalks, and medians. Additionally, appropriate parking standards should be incorporated into the Zoning Code recognizing the extent of parking that is feasible to provide onsite. This may include shared parking arrangements or potential options for creating municipal parking facilities at key locations along Whittier Boulevard.



Older retail storefront
development on
Whittier Boulevard

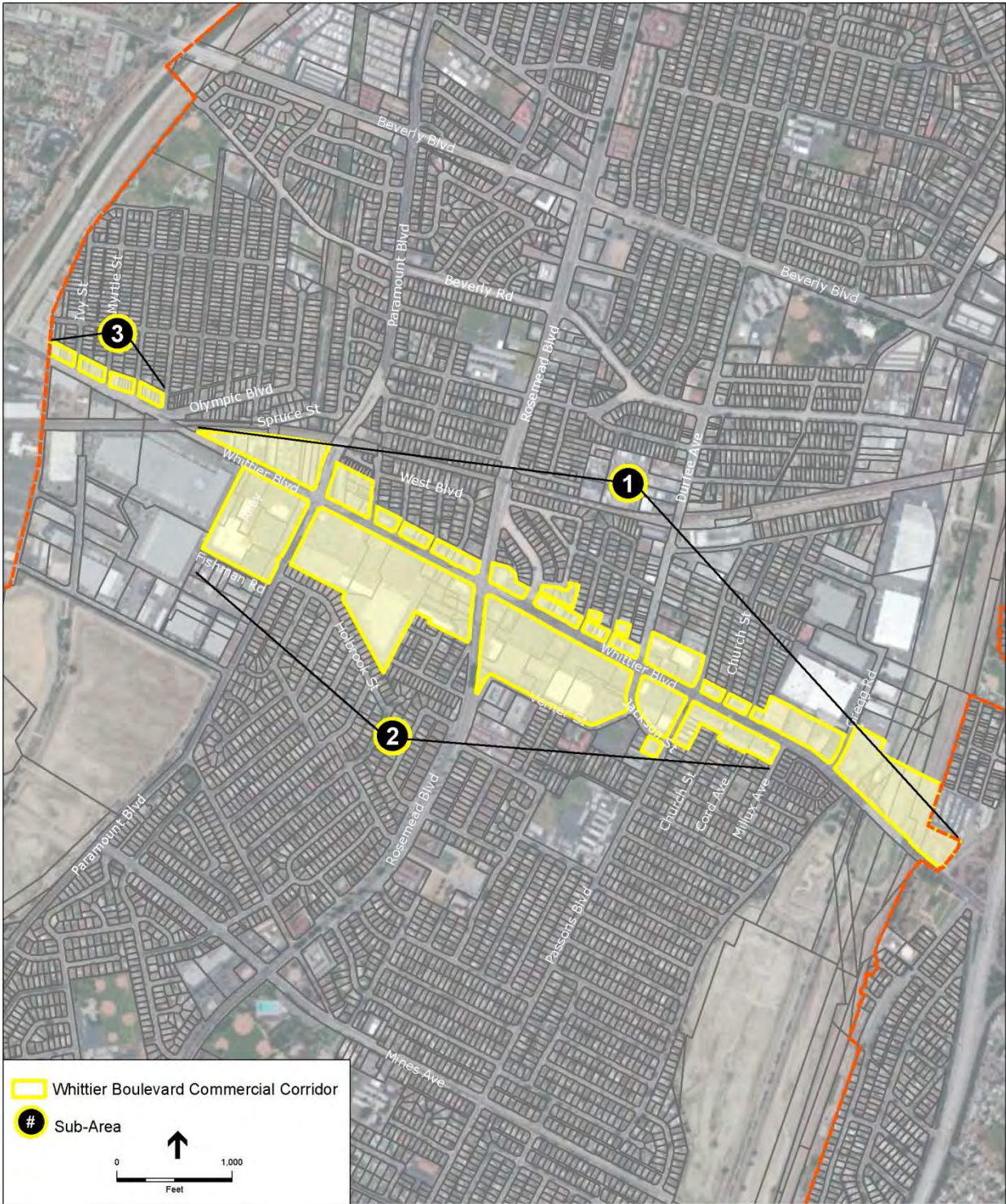


Figure 3-4: Whittier Boulevard Commercial Corridor

The corridor provides an opportunity to enhance the existing storefronts on the north side of the Corridor for existing buildings with architecturally historic character to create a pedestrian-scaled environment.

Objectives

Land Uses and Businesses

- Encourage more employee-intensive, industrial development within the area designated Light Industrial located on the north side of Whittier Boulevard between Paramount Boulevard and the Railroad. New development or redevelopment within this area will need to address compatibility with the existing mobile home park and should create a stronger connection to the Krikorian Theatre Village Walk commercial center located across the street on the south side of Whittier Boulevard.
- The development and retention of small businesses and locally-owned stores and shops will be a priority for the north side of the corridor.
- Promote the aggregation of small, underutilized and irregular shaped parcels into larger parcels to support viable and cohesive development projects.
- Encourage locally serving retail commercial uses in sub-area 1 along this corridor.
- Encourage the introduction of mixed-use development including higher density residential and an intensification of commercial and office uses in sub-area 2.
- Encourage live-work development in sub-area 3.

Beautification and Intensification

- Existing buildings with no setback and with a retail storefront on the street, should be preserved, restored, rehabilitated, or reused and maintained whenever possible.
- Preserve buildings with historic character in this area, specifically the former National Bank of Pico Rivera located at 9235 Whittier Boulevard built in the late 1920s, and Clearman's Steak N Stein built in the 1940s.
- New development in sub-area 1 and 3 should be oriented to and frame the street, provide minimal setbacks, front entries, transparent storefronts, appropriate building heights and interior parking lot configurations (where feasible).
- Provide better management of parking resources including sharing, regulating and pricing of common public parking facilities, more accurate requirements, use of off-site parking facilities, improved user information and incentives to use alternative modes of transportation through an independent Parking Management District or as part of a Transportation

Transparent Storefronts

The storefront is arguably the most valuable space in a store and should be used to full advantage. A transparent storefront welcomes customers inside with products and services on display, discourages crime with more "eyes on the street", reduces energy consumption by letting in natural light, and enhances curb appeal and value of the store and the neighborhood.

Parking Management

Parking management includes a variety of strategies that encourage more efficient use of existing parking facilities, improve the quality of service provided to parking facility users and improve parking facility design. Parking management can help address a wide range of transportation problems and help achieve a variety of transportation, land use development, economic and environmental objectives.

Demand Management Program. The analysis of parking strategies should include an evaluation of the municipal parking lots on the north side of Whittier Boulevard and the potential for their conversion to paid parking lots to optimize their use for local businesses in recognition of the limited on-street parking available along the north side of Whittier Boulevard.

- Work with the Chamber of Commerce to pursue the creation of a business assessment district to assist with repairs, renovation and parking for the Corridor.
- Create distinct activity nodes in key locations along the corridor distinguished by their mix of uses, intensity, compact development form and greater emphasis on pedestrian and transit access. Consider nodes at the following locations:
 - Paramount and Whittier Boulevard
 - Rosemead Boulevard and Whittier Boulevard
 - Durfee Avenue and Whittier Boulevard

Mobility and Streetscape

- Enhance pedestrian crosswalks to safely accommodate pedestrians and cyclists through clearly identified markings and/or pavers, bulb-outs at corners, signage and traffic controls in particular at Durfee Avenue and Whittier Boulevard and other locations expected to generate significant pedestrian traffic.
- Strengthen pedestrian linkages to adjacent neighborhoods.
- Incorporate signage, decorative banners and other techniques to create a unique identity for the corridor.
- Establish a comprehensive streetscape and landscape program that includes right-of-way improvements to street trees, street lighting, streetscape elements (sidewalk/crosswalk paving, street furniture) and public signage.
- Explore the potential for adding bike routes along the length of the corridor.
- Enhance transit stops, shelters and connectivity to corridor uses.

2 - Durfee Avenue Corridor, North of Whittier Boulevard

Existing Conditions

The Durfee Avenue Corridor is located north of Whittier Boulevard and extends to Beverly Boulevard. The Durfee Avenue Corridor contains a mix of commercial, office, industrial and apartment uses along the corridor, creating a series of land use conflicts. These include, existing multiple family residential adjacent to a railroad track and existing residential adjacent to industrial uses and heavy commercial uses. Many of the industrial buildings are in poor condition, including some open-shell metal structures. Commercial structures are old and of marginal design, and on-site parking is limited. In 2012, the City of Pico Rivera was awarded a grant from the Alameda Corridor-East Construction Authority to design and construct a railroad grade separation along Durfee Avenue. Construction is set to begin in 2015 and take approximately two years to construct. The grade separated railroad crossing will address one of the major concerns along the Corridor to increase vehicular, pedestrian and bicycle safety and mobility.

Opportunity

Despite the numerous issues along the Durfee Avenue Corridor, it provides significant opportunities for revitalization. The City prepared a Durfee Avenue Corridor Plan – Phase I Analysis as a first step in the development of a Durfee Avenue Corridor Plan. The railroad grade separation project will significantly alter the character of the Corridor by addressing some major pedestrian and vehicular safety issues that currently impact the efficiency of movement along the Corridor and the desirability to develop within the Corridor. It should be designed and constructed in a manner that will address existing land use conflicts and incompatibilities and to provide complete street improvements. This can be accomplished by creating a linear park/greenway along the road, providing buffers from the railroad track, and relocating the existing apartment complex into a more appropriate residential location along the Corridor. Additionally, industrial uses should be relocated to other more appropriate areas of the city and the older, industrial buildings should be converted to high density housing or mixed-use commercial/residential. The design of older, more historic commercial buildings should be upgraded through a façade enhancement program and appropriate parking standards should be developed recognizing the extent of parking that is feasible to provide onsite. In addition, the corridor should be unified through streetscape enhancements, including consistent and well-managed landscaping, signage, sidewalks and medians. Parcels within the corridor have been identified in the Housing Element to accommodate the city's 2014-2021 RHNA by providing opportunities for higher density residential development and mixed-use development with residential components.

3. Land Use Element

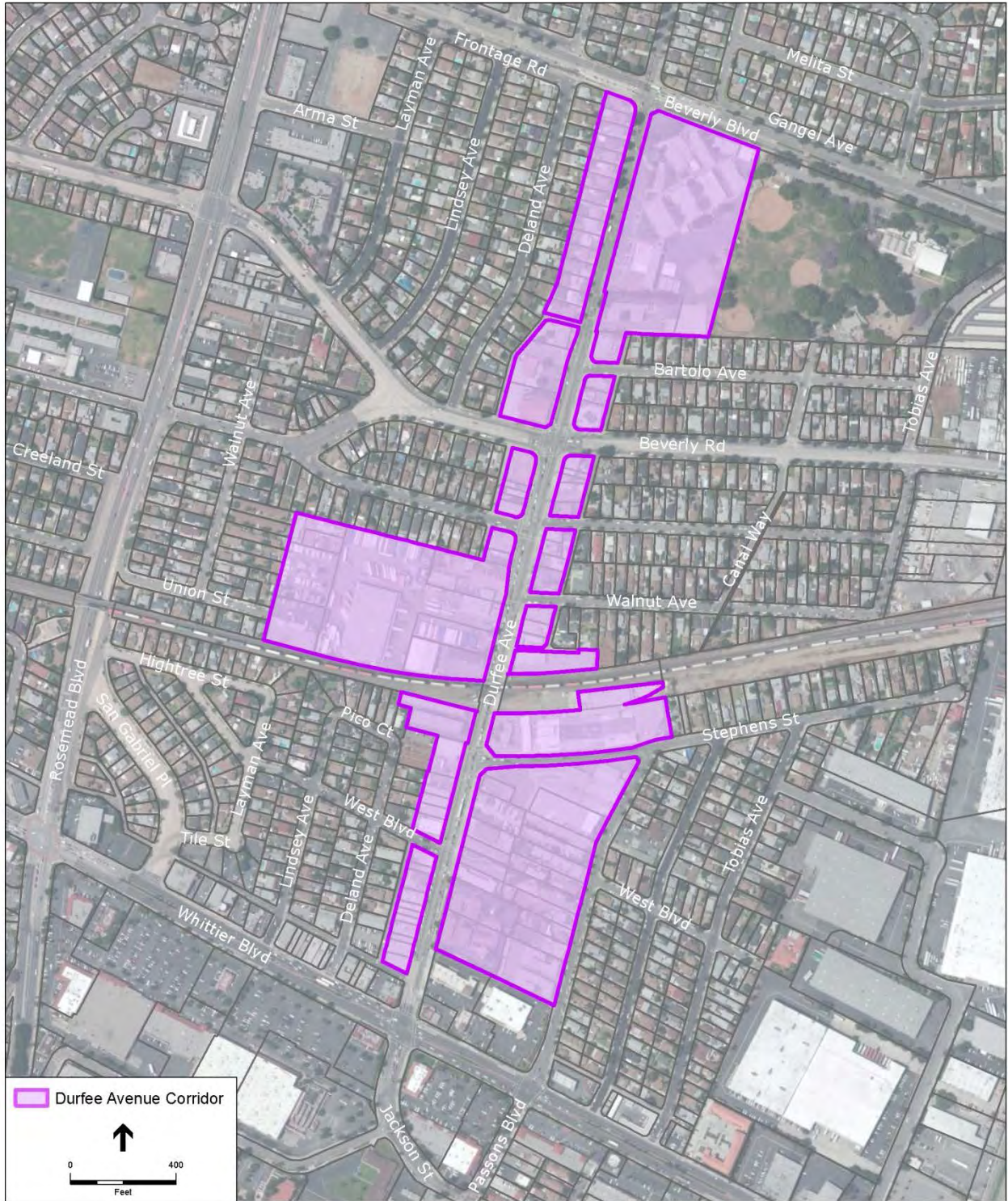


Figure 3-5 Durfee Avenue Corridor

Objectives

Using the Durfee Avenue Corridor Plan – Phase I Analysis (June 2013), as a foundation, prepare a Corridor Plan, Specific Plan or Master Plan to ensure the area is carefully and comprehensively planned and that development potential is maximized. The Plan should provide for and address the following:

- Discourage further industrial development within this area and assist in relocating present incompatible industrial uses to other areas of the City.
- Promote the conversion of industrial sites to higher-density residential uses or mixed-use commercial and residential.
- Encourage new local and business serving retail, offices and services.
- Identify complete street improvements, including enhanced pedestrian and bicycle safety and connections.
- Identify streetscape enhancements, including consistent landscaping, street furnishings, paving materials, public signage and lighting.
- Identify façade improvements to renovate and reuse the existing buildings at the southern end of the Corridor between Whittier Boulevard and West Boulevard in a manner that preserves and enhances the historic and architectural character of the buildings.
- Support improvements to private buildings through the development of technical and financial incentive programs for façade enhancements to increase the economic vitality and enhance the character of Durfee Avenue.
- Create an enhanced parkway along the east side of Durfee Avenue extending all the way from the entry at Whittier Boulevard to North Park Middle School at Beverly Boulevard. The existing parkway is large enough to accommodate an enlarged sidewalk, bike path, landscape areas and pedestrian amenities. The overhead powerlines, while a constraint, are wide enough to provide an opportunity to accommodate enhanced landscaping treatments within the existing powerline easement. This parkway would serve as a key pedestrian and bicycle connection and serve as a safe-route to school.
- Provide appropriate buffers from the railroad track to nearby sensitive uses. Promote the use of open space/parks to create this buffer and provide additional opportunities for beautification and recreation in an area that presents challenges for land use compatibility and design.
- Explore opportunities to create a gathering space and/or establish a use that will draw residents and visitors to the Corridor. Enhance connections from adjacent neighborhoods as well as transit stops and shelters.

- Explore opportunities to create parks from vacant sites and remnant parcels due to the development of the Durfee Underpass.
- Explore the potential to underground overhead utility lines.
- Explore the potential for the City to acquire the vacant parcel located between the fire station and Auxiliary Park to expand the park and provide additional open space or recreation opportunities along the Corridor.
- Address the lack of available on-site parking for existing commercial uses through appropriate parking standards and/or parking programs, such as shared parking. Consider conversion of the existing apartment complex on the west side of Durfee, south of the Railroad to a municipal parking lot to serve the increase in commercial activity along the Corridor and the lack of available parking.

3 - Telegraph Road Corridor

Existing Conditions

The Telegraph Road Corridor is located on the north side of Telegraph Road from Paramount Boulevard on the west to Songfest Drive on the east. Telegraph Road forms the southern boundary of the city; only uses along the north side are within Pico Rivera. The Telegraph Road Corridor contains a variety of commercial, industrial and residential uses. Many of the uses are older and of an indistinctive design. Other uses, including a large office building are underutilized, and not necessarily conducive to being adapted for other uses. In addition, along Rosemead Boulevard just north of the intersection of Telegraph Road, there are existing commercial properties that are underutilized and of marginal design.

The Telegraph Road Corridor is divided into four sub-areas. Sub-area 1 is located west of Rosemead Boulevard and includes commercial uses at the corner of Telegraph Road and Rosemead Boulevard, two hotels, apartments and office buildings. This sub-area is characterized mostly by multi-story buildings. As described above, the buildings are generally older, with no coherent design character. The large medical office building at the corner of Telegraph Road and Birchbark Avenue is in need of significant renovation. Located next to this medical office building and its large parking lot is a residential apartment building that stands in stark contrast to the newer residential development immediately across the street in the City of Downey. The older apartment building and bare streetscape is visually unattractive. The northwest corner of Rosemead Boulevard and Telegraph Road consists of older commercial and office uses including a car wash that are also in need of renovation.

Subarea 2 runs east of Rosemead Boulevard to Serapis Avenue and includes a mix of commercial and office uses, including a neighborhood market. Buildings are predominantly freestanding with a couple of two-story commercial buildings that includes both retail and office uses. Buildings have larger setbacks from the street separated by parking areas and are in better physical condition than in other subareas along the Corridor. This area also includes two night clubs at the northeast corner of Rosemead Boulevard and Telegraph Road that are in need of renovation.

Subarea 3 runs east of Serapis Avenue to Passons Boulevard and includes commercial uses on small, shallow lots. There is also a vacant parcel located at the northeast corner of Serapis and Telegraph Road. Most of the properties are built at the edge of the sidewalk and many have storefronts on the street. There is limited on-site parking, which is generally located at the rear or along the side of the buildings. The buildings are older and in need of significant renovation, however the location of the buildings and proximity to residential uses creates the potential to energize this area and create a more pedestrian-friendly environment.



Existing two-story commercial building

3. Land Use Element



Figure 3-6: Telegraph Road Corridor

Subarea 4 runs east of Passons Boulevard to Songfest Drive and consists mostly of commercial uses in commercial strip buildings. Some of the buildings are used for offices. There are no cohesive design elements along the streetscape. However, the buildings are generally in better physical condition than in the other sub-areas.

Subarea 5 includes properties along the west side of Rosemead Boulevard to Terradell Street and the east side of Rosemead Boulevard to Maxine Street from just north of the intersection of Rosemead Boulevard and Telegraph Road. These existing commercial properties consist of small-lots with multiple ownerships, are underutilized and of marginal design. The area includes two night clubs and vacant lots. The entire subarea is in need of significant redevelopment.

Opportunity

Most of the corridor has been designated for mixed-use to allow flexibility and to encourage the introduction of residential uses with commercial and office uses. Larger parcels within sub-areas 1 and 2 have been identified in the Housing Element to accommodate the City's 2014-2021 RHNA by providing opportunities for mixed-use development that includes higher density residential uses. However, the different sub-areas along the Telegraph Corridor provide the opportunity to create distinct nodes and establish a series of unique areas along the Corridor. Larger parcels within sub-areas 1 and 5 provide the opportunity for mixed-use with an emphasis on the introduction of higher density residential uses. Sub-area 3 provides the opportunity to retain and rehabilitate older, commercial buildings to preserve the more historic character of these buildings. Sub-area 4 is characterized by small lot configuration and provides the opportunity for lot consolidation to create more cohesive development. The narrow lots along Rosemead Boulevard within sub-area 5 may also present an opportunity to introduce live/work development. In May 2014, in partnership with the City of Downey, Pico Rivera completed a project to install new medians, landscaping, sidewalk repairs and signal modification from Passons Boulevard to Rosemead Boulevard. Also, development activity as of May 2014 in the nearby city of Downey included a new, three-story townhome at 8605 Gallatin, a façade modification for the Arrington Professional Building at 9050 Telegraph, and a new electronic billboard at 7878 Telegraph Road. The investment in street improvements along with the development activity provides opportunities to continue to improve and redevelop this area.

Objectives

Land Uses and Businesses

- Promote the aggregation of small, underutilized and irregular shaped parcels into larger parcels to support viable and cohesive development projects.

- Redevelopment of the intersection of Telegraph Road and Rosemead Boulevard should be a priority. This intersection serves as a major gateway into the city of Pico Rivera and therefore improvements should be focused on creating a statement as well as providing a catalyst for further development along the Corridor.
- Larger lots within sub-areas 1, and 2 should be redeveloped with higher-intensity, multi-story office and/or mixed-use development.
- Encourage uses such as small retail shops, specialty food stores and restaurants in sub-area 3 and design standards should be developed to enhance the pedestrian-oriented character of this area.
- Encourage revitalization of existing strip commercial development through intensification and the introduction of mixed-use development in Sub-area 4.
- Encourage live-work development on the narrow lots in sub-area 5.

Mobility and Streetscape

- Establish a comprehensive streetscape and landscape program that includes right-of-way improvements to street trees, street lighting, streetscape elements (sidewalk/crosswalk paving, street furniture) and public signage.
- Explore the potential for adding bike routes along the length of the corridor.
- Enhance transit stops, shelters and connectivity to corridor uses.
- Strengthen pedestrian linkages to adjacent neighborhoods.

4 - Rosemead Boulevard Corridor

Existing Conditions

The Rosemead Boulevard Corridor includes the east and west sides of Rosemead Boulevard from Olympic Boulevard to Beverly Boulevard. It includes properties at the intersection of Rosemead Boulevard and Beverly Boulevard and properties along the west side of Rosemead Boulevard, extending north to Isora Street. It also includes properties along the north and south side of Beverly Boulevard from the intersection of Rosemead Boulevard and Beverly Boulevard to approximately Paramount Boulevard on the west. Existing parcels along this corridor are generally underutilized or of marginal design.

The Rosemead Boulevard Corridor is divided into two sub-areas. Sub-area 1 includes the area from Olympic Boulevard, north to the intersection of Rosemead and Beverly Boulevard and the west side of Rosemead Boulevard to Ibsen Street. This area consists primarily of underutilized, strip commercial development. However, it also includes several older multiple-family developments and two old hotels. In May of 2014, a 7,000 square foot Norm's Restaurant was constructed at the southeast corner of Rosemead and Beverly Boulevards. There is a strong desire by the community for a grocery store in the northern portion of the city; however, the size of the vacant parcel behind the Norm's Restaurant will not be sufficient and consolidation with existing commercial uses to the south would likely need to occur to make the site viable for development of a grocery store. Most of the properties within this sub-area have been identified in the Housing Element to accommodate the City's 2014-2021 RHNA by providing opportunities for higher density residential development and mixed-use development. Sub-area 1 also includes properties along Beverly Boulevard from the intersection to approximately Paramount Boulevard on the west. This area consists primarily of single-family homes that front on Beverly Boulevard.

Sub-area 2 includes properties fronting Rosemead Boulevard from Ibsen Street to Isora Street and is comprised of a mix of underutilized, strip commercial development and single family homes on shallow lots. All properties within the sub-area have been identified by the Housing Element to accommodate the City's 2014-2021 RHNA by providing opportunities for higher density residential development and mixed-use development. These properties are in need of revitalization.

Opportunity

There is potential to improve the design and visual character of the entire Corridor. In sub-area 1, the intersection of Beverly Boulevard and Rosemead Boulevard serves as a major entry into the city from the west. There is potential to intensify development and create a sense of arrival through design improvements and intersection enhancements. In addition, the recently constructed Norm's restaurant could serve as a catalyst for investment and



Existing building at the northeast corner of Beverly Boulevard and Rosemead Boulevard



Opening day at Norm's Restaurant

revitalization in this area. There is also an opportunity to consolidate the two centers in the southeast quadrant of the intersection between Arma Street to provide an ideal location for a grocery store. The area along Beverly Boulevard from Paramount Boulevard to the intersection should be more strongly connected to the corridor with pedestrian, landscape and open space enhancements. The remainder of sub-area 1 provides an opportunity for new mixed-use development. Sub-area 2 also provides an opportunity to introduce live/work development and or open space possibilities extending from the small pocket park on Rosemead Boulevard between Gallatin Road and Isora Street. The City should continually work with the property owners in sub-area 2 to encourage redevelopment of these properties.



Figure 3-7: Rosemead Boulevard Corridor

Objectives

Land Use and Businesses

- Redevelopment of the intersection of Rosemead Boulevard and Beverly Boulevard should be a priority. This intersection serves as a major gateway into the city of Pico Rivera and therefore improvements should be focused on creating a statement as well as providing a catalyst for further development along the Corridor.
- Encourage development of a grocery store in sub-area 1 and consider implementation of the following:
 - Assistance assembling parcels along the east side of Rosemead Boulevard south of Beverly Boulevard to create a commercial center large enough to support a grocery store.
 - Expedited processing.
 - Waiver of fees and/or provision of other financial incentives.
- Encourage revitalization of sub-area 2 with live/work development.
- Work with properties owners in sub-area 2 to upgrade and develop their properties with desirable land uses and high quality design improvements.
- Explore the potential for the City to acquire properties along the west side of Rosemead Boulevard to create additional open space area as an extension of the pocket park located at Gallatin Road and Isora Street.

Beautification and Intensification

- Encourage revitalization of existing commercial development through intensification and the introduction of multi-story, mixed-use development, particularly in the northeast, northwest and southwest quadrants of Rosemead Boulevard and Beverly Boulevard.
- New development incorporating building orientations, architectural detail, massing, lighting and other treatments that enhance street frontages and reduce the visual prominence of parking areas.

Mobility and Streetscape

- Establish a comprehensive streetscape and landscape program that includes right-of-way improvements to street trees, street lighting, streetscape elements (sidewalk/crosswalk paving, street furniture) and public signage.
- Enhance pedestrian crosswalks with clearly identified markings and/or pavers, signage and traffic controls at the intersection of Beverly

Boulevard and Rosemead Boulevard to safely accommodate pedestrians and bicyclists.

- Enhance transit stops, shelters and connectivity to corridor uses.
- Strengthen pedestrian linkages to adjacent neighborhoods.

5 - Slauson Avenue Corridor

Existing Conditions

The Slauson Avenue Corridor includes properties north of Slauson Avenue extending to the railroad and from the west side of Rosemead Boulevard to the San Gabriel River on the east. It also includes properties on the south of Slauson Avenue from Rosemead Boulevard to just east of Passons Boulevard. The Slauson Avenue Corridor contains a mix of industrial, commercial and residential uses.

The Slauson Avenue Corridor is divided into three sub-areas. Sub-area 1 is located east of Rosemead Boulevard to just beyond Passons Boulevard and includes commercial properties on the north and south sides of Slauson Avenue. The north side of Slauson Avenue contains a mix of industrial and commercial uses, while the south side is predominantly commercial. Both sides of the street consist of shallow lots, limiting larger scale commercial development potential. However, the south side of the street consists of more small-scale commercial centers and is generally of better design quality and consistency than the north side. Due to the shallow lot configuration, on-site parking is limited.

Sub-area 2 consists of properties located north of sub-area 1 to the Railroad. This area consists of a range of small-scale industrial uses and residential structures. Buildings are of various ages and designs and some are in need of renovation.

Sub-area 3 consists of properties located along the north side of Slauson Avenue, just east of Passons Boulevard. This area consists of an industrial business park and public storage use.

Opportunity

Properties fronting the Slauson Avenue Corridor should be revitalized through the enhancement of older commercial buildings and streetscape improvements. Appropriate parking standards should be incorporated into the Zoning Code recognizing the extent of parking that is feasible to provide onsite. This may include shared parking arrangements or potential options for creating municipal parking facilities at key locations along Slauson Avenue. The area located north of Slauson Avenue behind the commercial frontage could be transformed to an industrial business park area, including a mix of light industrial, office and research and development type uses.



Figure 3-8: Slouson Avenue Corridor

Objectives

Land Use and Businesses

- Promote the aggregation of small, underutilized and irregular shaped parcels into larger parcels to support viable and cohesive development projects.
- Encourage locally serving retail commercial uses along the frontage of this corridor in sub-area 1.
- Encourage a diverse range of industrial and business park users in sub-areas 2 and 3.

Beautification and Intensification

- Incorporate appropriate design guidelines for commercial and industrial development to create a more unified theme and encourage higher quality development.
- Renovate existing industrial and commercial development through façade improvements, upgraded landscaping, consistent signage, screening and buffering.
- Support improvements to private buildings through the development of technical and financial incentive programs for façade enhancements to increase the economic vitality and enhance the character of Slauson Avenue.
- Work with the Chamber of Commerce to pursue the creation of a business assessment district to assist with repairs, renovation and parking for the Corridor.
- Explore an area-wide parking program and/or incorporate parking standards such as allowing shared parking arrangements to reduce the total number of on-site parking spaces required.
- Incorporate appropriate standards for industrial uses that are located in close proximity to residential uses in the Zoning Code to eliminate conflicts. These could take the form of standards for provisions of buffers, performance based standards applied to industrial uses with impacts to residential uses, and overlay/special designations for industrial uses located adjacent to residential areas.

The City should work with the owner of the commercial center on the northwest corner of Passons Boulevard and Slauson Avenue and the existing cul-de-sac at Bermudez Street and Passons Boulevard to provide for a more viable commercial or office use in the area.

Mobility and Streetscape

- Establish a comprehensive streetscape and landscape program that includes right-of-way improvements to street trees, street lighting,

streetscape elements (sidewalk/crosswalk paving, street furniture) and public signage.

- Enhance transit stops, shelters and connectivity to corridor uses.
- Strengthen pedestrian linkages to adjacent neighborhoods.

6 - San Gabriel River Parkway Corridor

Existing Conditions

The San Gabriel Parkway Corridor is made up of parcels north of Beverly Boulevard and the intersection of San Gabriel River Parkway and Springland Drive. Parcels included within this opportunity area consist primarily of industrial properties that are of marginal design or are underutilized. However, it should be noted that pockets of residential development are located along the Corridor, but outside of the identified opportunity area, creating land use conflicts and planning challenges. The San Gabriel Parkway Corridor provides a single access point at Springland Drive to a residential neighborhood. The majority of the neighborhood is located within unincorporated Los Angeles County and is not within the City of Pico Rivera's Sphere of Influence; however, a small strip of single-family residential development along Elford Drive exists between this unincorporated neighborhood and adjacent industrial uses. The only entrance and exit point for this unincorporated residential neighborhood is via Springland Drive to San Gabriel River Parkway. Parking is also a problem for industrial uses in this corridor. Roadway improvements including curbs, gutters and sidewalks are lacking.

Opportunity

The San Gabriel Parkway Corridor should be upgraded through enhanced design elements including unified streetscape enhancements such as consistent and well-managed landscaping, signage, sidewalks, curbs, gutters and medians. In addition, appropriate screening and buffering design elements should be used to address land use conflicts. Appropriate parking standards should be incorporated into the Zoning code for different types of industrial uses. Underutilized properties should be redeveloped with more intensive uses.

Objectives

Land Use and Businesses

- Promote intensification of underutilized properties with a diverse range of employment-generating light industrial uses that would not result in a large amount of truck traffic, and that would be compatible with adjacent residential uses.



Figure 3-9: San Gabriel River Parkway Corridor

Beautification and Intensification

- Renovate existing industrial development through façade improvements, upgraded landscaping, consistent signage, screening and buffering.
- Incorporate appropriate standards for industrial uses that are located in close proximity to residential uses in the Zoning Code to eliminate conflicts. These could take the form of standards for provisions of buffers, performance based standards applied to industrial uses with impacts to residential uses, and overlay/special designations for industrial uses located adjacent to residential areas.
- Evaluate current parking standards for industrial uses and the potential to create different standards to better address the parking needs of individual users. The evaluation should also address opportunities for shared parking.
- Ensure that new development and redevelopment of industrial uses incorporates appropriate screening and/or design elements to enhance views of the back side of industrial development for trail users of the San Gabriel River.

Mobility and Streetscape

- Install parking, curbs and gutters along the corridor.
- Establish a comprehensive streetscape and landscape program for corridors that include right-of-way improvements to street trees, street lighting, streetscape elements (sidewalk/crosswalk paving, street furniture) and public signage.
- Enhance the crossing at Woodford Street to improve safety and access for pedestrians and bicyclists to cross San Gabriel River Parkway from the east and ultimately gain access to the San Gabriel River Trail.
- Preserve and enhance the existing trail along San Gabriel River Parkway.

Targeted Planning Areas

Other opportunity areas within Pico Rivera are characterized as Targeted Planning Areas. These range from single site specific areas to broader planning areas encompassing multiple properties. Certain areas are anticipated to be developed through more detailed plans such as a Master Plan or Specific Plan. The following section describes the existing conditions of each of these areas as well as the opportunity and special objectives that in addition to those identified in earlier sections will help revitalize and enhance these selected areas within the city.

7 - Sports Arena/Kruse Road Area

Existing Conditions

This opportunity area includes the Bicentennial Park Campground, the Sports Arena, the Pico Rivera Golf Course, north side of Kruse Road industrial area and Streamland Park.

The Sports Arena is a major community facility that is physically isolated from the rest of the community, and has circuitous and somewhat confusing access. Few amenities are present to enhance the setting of the arena, which has the ability to attract “A-list” events and entertainers. The Sports Arena is currently undergoing much needed renovations; including landscape improvements and infrastructure improvements. Adjacent to the arena is the abandoned Bicentennial Park Campground. The City of Pico Rivera has a long term lease with the Army Corps of Engineers for the 120 acres that comprise the Sports Arena and former Bicentennial Park Campground. The City has developed a Conceptual Site Plan for rehabilitation of the campground and is in the process of implementing the next phases of this project. This area is located immediately south of the Whittier Narrows Equestrian Center & Horseman Park, a component of the Emerald Necklace project. The Emerald Necklace is a 17 mile interconnected network of bikeways, multi-use trails, parks and greenways along the Rio Hondo and San Gabriel Rivers.

The City has received a grant from the Southern California Association of Governments to prepare a feasibility study for the relocation, acquisition and conversion to open space of the legal non-conforming industrial area located along Kruse Road. The study is intended to develop a long-term strategy to amortize the existing legally non-conforming uses and allow the area to convert to open space. The existing industrial uses create land use incompatibilities with the adjacent residential neighborhood across Kruse Road. While the Whittier Fertilizer facility is incompatible with adjacent residential uses, it is also a key component in the City’s efforts to meet the waste diversion requirements of AB 939. Lands along the northwest side of Kruse Road are encumbered with an existing LADWP transmission line easement, leaving only a 300-foot-strip of land between Kruse Road and the easement unencumbered. The feasibility study is anticipated to be completed in the winter of 2016.

The Pico Rivera golf course is somewhat isolated from other economic development uses within the community. In January 2012, the City of Pico Rivera retained a private concessionaire to oversee renovation of both the Golf Course and clubhouse facility and to provide professional management. The existing facility is a nine-hole course and includes a covered driving range and two putting greens.

The opportunity area also extends to Streamland Park to the west and borders the Whittier Narrows Dam, located to the north.



Sports Arena



Sports Arena aerial view

3. Land Use Element



Figure 3-10: Sports Arena/Kruse Road Area

Opportunity

There is potential to revitalize the Sports Arena/Kruse Road Area to serve as a regional gathering place, source of pride and economic driver for the community. The area provides unique opportunities to conserve natural areas, promote environmental sustainability, provide regional recreational opportunities and connections, create a gathering place for the community and to stimulate economic development. Therefore, a comprehensive approach to planning in this area is needed to ensure that opportunities for trail and open space connections both within the city and regionally, access issues, environmental protection issues, and economic development opportunities at the Sports Arena, Campground, Golf Course, Kruse Road and Streamland Park are carefully addressed. There is also potential to create a strong connection to the Emerald Necklace with congruent recreational opportunities adjacent to the Whittier Narrows Equestrian Center & Horseman Park and the extension of trail connections to the San Gabriel River trail and open space connections to Streamland Park.

Objectives

- Prepare a Comprehensive Sports Arena/Kruse Road Area Open Space Plan to ensure the planning area is carefully planned and that the full range of opportunities are addressed.
- Incorporate appropriate programming and connections to develop the area as an extension of the Emerald Necklace Park network.
- Provide trail connections from Streamland Park to Bicentennial Park Campground and the San Gabriel River trail.
- Enhance connectivity from Streamland Park, Kruse Road, the Pico Rivera Golf Course, Bicentennial Park Campground, and the Sports Arena through the creation of greenways, including landscaped areas, passive open space, recreation areas and trails.
- Expand opportunities for equestrian-oriented recreational facilities.
- Improve vehicular access to the Sports Arena including working with Caltrans, Los Angeles County, Army Corps of Engineers, and the City of South El Monte to include signage (directional and welcome), provide enhancements and proper maintenance of the I-605/Rose Hills Road off-ramp and create an entry from Highway 60 to the Sports Arena and Bicentennial Park Campground.
- Ensure the restoration and protection of natural systems and habitat. This includes working with the United States Fish and Wildlife Service on future, project-level design alternatives to ensure that those portions of the opportunity area that contain designated critical habitat for the

federally threatened California gnatcatcher are protected and allow for continued dispersal of gnatcatchers through the site.

- Incorporate water quality and water resource protection measures, including groundwater recharge and stormwater protection measures.
- Identify opportunities to capitalize on the Pico Rivera Golf Course as a recreational and economic resource for the City.
- Identify funding sources to plan and improve the area including local, state and federal funding.

8 - Rosemead Boulevard and Washington Boulevard Intersection

Existing Conditions

This intersection is one of the most heavily traveled in the city and has a large concentration of commercial uses. At peak hours, the intersection can be highly congested. One of the two alternatives for the proposed Gold Line Eastside Extension would place a station at this intersection. The design of existing uses at the intersection does not readily provide for parking or access to an aboveground station, and could result in significant aesthetic impacts. Concurrent with the General Plan update, Metro is studying development and design opportunities along the proposed Gold Line extension on Washington Boulevard. Additionally, sites within this area have been identified in the Housing Element to accommodate the City's 2014-2021 RHNA by providing opportunities for mixed-use development, including high density residential uses.

Opportunity

This intersection has potential for a major community identity statement. The proposed above-grade transit station associated with the Gold Line Eastside Extension at this intersection creates an opportunity for new transit-oriented development, and would also require the City to accommodate additional parking near the planned station. With or without the Gold Line Eastside Extension, this area provides the opportunity to create a key mixed-use, activity center within the city.

Objectives

- Ensure that any new transit-oriented development in this area is carefully planned by requiring a Specific Plan or Master Plan to ensure an appropriate mix of land uses, high quality design, and that infrastructure, amenities and services needed to adequately serve the development are provided.
 - Should the proposed above-grade transit station associated with the Gold Line Eastside Extension be developed, ensure that opportunities to enhance visibility of commercial uses, improved transit connections in the city and improved pedestrian access are addressed. These opportunities could include: providing grade-separated pedestrian access from the station to uses at all four quadrants of the intersection; and
 - Exploring opportunities to work with the Los Angeles County Metropolitan Transportation Authority and Montebello Bus Lines to relocate the existing terminal from Parsons Avenue and Jackson Street and integrate with the proposed Gold Line Light Rail parking station to this intersection; and
 - Providing a kiosk identifying commercial establishments at this location for Gold Line station users.

3. Land Use Element



Figure 3-11: Rosemead Boulevard and Washington Boulevard Intersection

- Support ongoing improvement of commercial properties in this area through programs of financial assistance, code enforcement, business investment district and partnerships with local businesses.
- Create an identity statement by providing a strong sense of arrival that may incorporate signage, landscaping, special paving, lighting, architectural elements, median treatments or other features at the intersection.
- Work with the Los Angeles County Metropolitan Transportation Authority to address aesthetic and safety design concerns. Ensure the proposed light rail, proposed parking station and surrounding sidewalks along the rail are aesthetically pleasing. Encourage usage and a more walkable and enjoyable development through appropriate design and architectural detailing of the following:
 - Quality of architectural massing, such as plane moderation, façade treatments, setbacks, roof elements and building heights.
 - Street level elements such as active use areas, parking, plazas, architectural fenestration, fences/walls, public art, special paving, intersection treatments, trash and loading facilities, sidewalks and bikeways.
 - Landscape elements such as streetscape plantings, screening plantings, perimeter landscaping, parking lot landscaping and irrigation.
 - Signage and graphics.
 - Site furnishings such as bike racks, bollards, benches, tree grates, planters, and trash receptacles.
 - Site lighting such as streetscape lighting, pedestrian lighting and landscape lighting.
- Work with the Los Angeles County Metropolitan Transportation Authority to explore the opportunity to underground the catenary system for the Gold Line Light Rail to preserve the aesthetics of the street.
- Pursue local, state and federal grants to improve public and private property through design guidelines along the proposed light rail corridor.

9 - Smith Park/Pico Rivera Library Area

Existing Conditions

Smith Park, which includes the community center, is a major recreational activity center and community gathering place. A 16,000 square foot, state of the art Library was completed at the end of 2013. The Library is physically separated from the park by Mines Avenue. Across Rosemead Boulevard to the west of Smith Park is an older, vacant commercial center.

Opportunity

While Pico Rivera does not contain a traditional “downtown” area, the Smith Park/library/community center complex and adjacent commercial center provide potential for a community focal point, fulfilling the community gathering place functions of a traditional “downtown.” Revitalization of the adjacent commercial center with enhanced design and a mix of new land uses will assist in establishing this major community focal point. Sites within this area have been identified in the Housing Element to accommodate the City’s 2014-2021 RHNA by providing opportunities for mixed-use development, including high density residential uses.

Objectives

- Development of a distinct, mixed-use center with careful consideration of the type of uses, intensity, and greater emphasis on pedestrian and transit access.
- New development incorporating building orientations, architectural detail, massing, lighting and other treatments that enhance street frontages, reduce the visual prominence of parking areas and create strong connections to Smith Park and surrounding uses.
- Increase pedestrian connectivity between uses within the Opportunity Area and to adjacent neighborhoods.
- Enhance pedestrian crosswalks to safely accommodate pedestrians and bicyclists through clearly identified markings and/or pavers, signage and traffic controls.
- Incorporate decorative banners and other techniques to create a unique identity for the area.
- Provide enhanced and consistent landscaping, street furnishings, paving materials, public signage and lighting to ensure a consistent theme for the area.
- Consider the potential to relocate the Civic Center to this area subject to an economic benefit analysis and adequate funding.
- Explore the potential to build a Performance Art Center in this area.

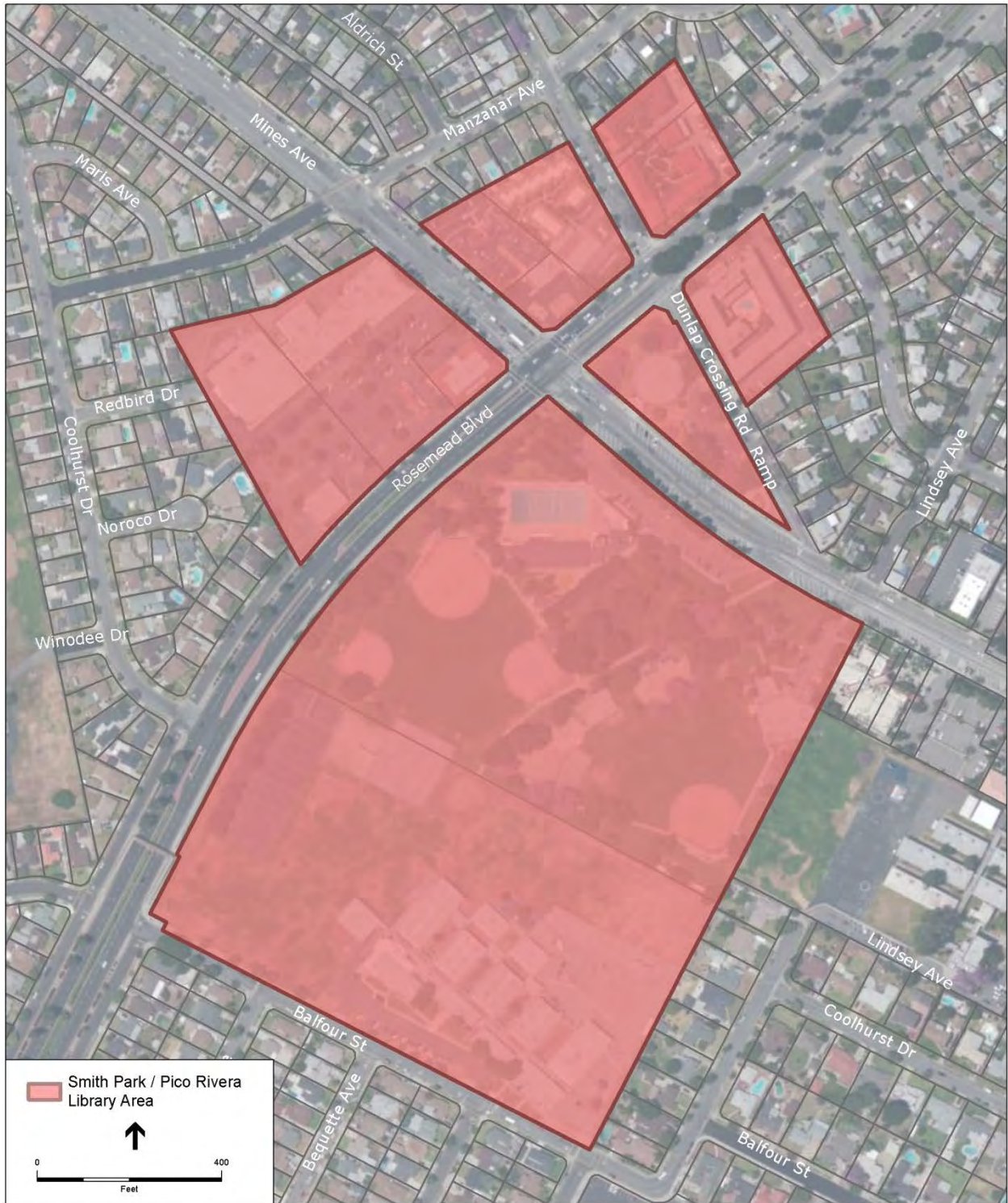


Figure 3-12: Smith Park/Pico Rivera Library Area

10 - Northeast Quadrant of the Paramount Boulevard and Slauson Avenue Intersection

Existing Conditions

This area is a major employment area and is a major truck traffic generator as well. The northeast quadrant of the Paramount Boulevard and Slauson Avenue intersection is developed with a poorly designed building formerly used as an indoor swap meet. A UPS trucking facility is located to the north. The northeast quadrant has been identified in the Housing Element as a potential site for mixed-use development as a means of providing sufficient housing to meet the City's share of regional housing needs. Slauson Avenue is an active truck route and will potentially experience increased truck activity in the future as industrial uses within the northern portion of the city are encouraged to relocate further south. This area provides a transition/buffer from this truck activity to the adjacent single family residential properties. .

Opportunity

There is potential to improve linkages to commercial areas located north along Washington Boulevard, where the potential future transit station is planned. There is also potential for increasing vitality of existing development along Paramount Boulevard, including the development of new mixed use or industrial development along the east side of Paramount Avenue, north of Slauson Avenue. There is also an opportunity to create an appropriate buffer from the residential neighborhoods to the more intense industrial areas to the west.

Objectives

- Convert the former swap meet parcel to a mixed-use or light industrial development.
- Ensure that the development of the former swap meet site serves as a transition from the industrial development to the west of Paramount Boulevard to the adjacent residential neighborhoods to the east. The mixed-use or industrial development should incorporate elements in the site design and building design to soften its impact on the adjacent residential uses and result in a compatible transition.
- Improve sidewalks and eliminate unimproved gaps, particularly on the east side of Paramount Boulevard, south of the rail line.
- Should the proposed above-grade transit station associated with the Gold Line Eastside Extension be developed, identify opportunities to improve pedestrian and bicycle connections from the industrial developments along Paramount Boulevard to the Washington Boulevard and Rosemead Boulevard intersection.



Figure 3-13: Northeast Quadrant of the Paramount Boulevard and Slauson Avenue Intersection

11 - Burke Property

Existing Conditions

This is a vacant parcel south of Slauson Avenue and adjacent to the San Gabriel River and is considered a brownfield. The site is bordered by the railroad on the south, the San Gabriel River to the east, single family residential neighborhoods to the west and Slauson Avenue to the north. The site has limited access, only having access from the west side of the property along Burke Street which is a residential street through an existing neighborhood. Burke Street provides the only direct access to Parsons Boulevard. Directly south of the Burke property is a vacant site with access through Planter Street; however, the property is owned by the Union Pacific Railway. Other than the active rail line, further south of the vacant site, there is no use for the property. There are also contamination concerns on the site. These access constraints and contamination issues would have to be addressed before development could occur.

Opportunity

There is potential to develop this parcel with open space once access and site contamination issues are resolved.

Objectives

- Ensure appropriate site remediation prior to initiation of site development.
- Provide for adequate access by exploring access options at both Burke Street and Planter Street and potential access to Slauson Avenue.
- Work with the Union Pacific Railway to split the vacant parcel with access to Planter Street and convey to the City.
- Pursue local, state and federal brownfield grants for the redevelopment of the Burke property.



Figure 3-14: Burke Property

12 - Passons Grade Separation

Existing Conditions

With the construction of the Passons grade separation north of Slauson Avenue, some existing land uses were removed, creating a vacant parcel. The vacant parcel is located on the north side of the rail line adjacent to Maizeland Elementary School and single-family residential uses. Maizeland Elementary closed in 2011 due to low enrollment. The El Rancho School District has not determined when and if the school will be opened again.

Opportunity

The vacant parcels provide an opportunity to create a linear park along the rail line to buffer the residential properties. The City has been working with the El Rancho School District to determine future plans of the site. If the elementary school is permanently closed, then a greater opportunity arises to consolidate the vacant site and the elementary school for a large residential development.

Objectives

- A new linear park should be included in the redevelopment of the vacant parcel north of the rail line.
- The City should work closely with the school district on future plans for the elementary school property and consolidate the property with the vacant site along Passons Boulevard for a large residential development if the school is not reopened.
- The City should work with the school district to ensure that any opportunities for joint use of recreational facilities are addressed.
- The redevelopment of this area should improve the appearance of the edges facing the rail line through landscaping and other buffering and screening treatments.



Figure 3-15: Passons Grade Separation

13 - Washington Boulevard and Paramount Boulevard Intersection Area

Existing Conditions

This site includes an apartment complex and gas station in the northwest quadrant and a sit-down restaurant and large apartment complex in the northeast quadrant of this intersection. Existing development is of marginal design contrasted by newer development in the Towne Center located in the southeast quadrant.

Opportunity

There is potential for remaking this as a key intersection and providing new community entry statements at this location.

Objectives

- Create a stronger sense of arrival at this intersection by incorporating signage, landscaping, special paving, lighting, architectural elements, median treatments or other features at the intersection.
- Redevelopment of this area should promote a more integrated mix of commercial, office and high density residential development with appropriate parking standards to protect the surrounding single-family residential neighborhood.



Figure 3-16: Washington Boulevard and Paramount Boulevard Intersection Area

14 - Washington Boulevard and Passons Boulevard Intersection

Existing Conditions

The intersection of Washington Boulevard and Passons Boulevard is a key entry to the Civic Center, which is located north of, but not visible from this intersection. The City's Park and Recreation Department is located within this area, but is also not visible from the intersection as it is located directly behind a commercial property on the northwest corner. A small entry monument to City Hall is located within the right-of-way adjacent to the service station in the northeast quadrant of the intersection. Remaining quadrants consist of commercial uses; specifically the southwest quadrant consists of a new strip commercial center. The separation between this key entry, the Civic Center located to the north and other important government uses in the city including Smith Park and the Pico Rivera Library area presents a challenge to create a unified identity and clear association between these important government services.

Opportunity

As a key entry to the Civic Center, the intersection of Washington Boulevard and Passons Boulevard should be improved through better signage, entry monumentation, landscaping and lighting. Streetscape enhancements and wayfinding signage should also be used to connect the entry to the government uses located along Passons Boulevard to Mines Avenue.

Objectives/Policies

- Enhance pedestrian connections across Washington Boulevard to create a connection between the buildings and uses on both sides of the street and to encourage pedestrian and bicycle activity.
- Implement Safe Routes to School recommendations to encourage the safety of children attending the schools further north.
- Pursue local, state and federal grants for the implementation of Safe Routes to School strategies.
- Enhance the intersection through special lighting, signage, landscaping, architectural elements, paving and other unique features to reinforce its location as a key entry to the civic center.
- Extend street tree and other streetscape design elements from the intersection, down Passons Boulevard to the Civic Center to create a more cohesive area.
- Strengthen pedestrian and bicycle linkages between businesses at the intersection, to adjacent neighborhoods and to the Civic Center.



Figure 3-17: Washington Boulevard and Passons Boulevard Intersection

15 - San Gabriel River Parkway and Beverly Boulevard Intersection Existing Conditions

This opportunity area includes parcels to the north and south of Beverly Boulevard where it intersects San Gabriel River Parkway. A County maintenance yard and a self-storage warehouse are located at the northwest and northeast corners, respectively, while industrial uses are located to the south of Beverly Boulevard. The City's main maintenance yard is also located within this area, south of Beverly Boulevard, adjacent to the San Gabriel River.

This area represents another important entryway into the city from jurisdictions to the east of Pico Rivera. The existing uses are not appropriate for a major entry to the city and are also located adjacent to Pico Park, which is an important park space and recreational asset in the community.

Opportunity

As a key entry to the city, the intersection of San Gabriel River Parkway and Beverly Boulevard should be enhanced through better signage, entry monumentation, landscaping, lighting and a conversion to more appropriate uses, including mixed-use and light industrial. The parcel at the northwest corner of the intersection has been identified in the Housing Element to accommodate the City's 2014-2021 RHNA by providing opportunities for mixed-use development in this area. Therefore, there is potential to work with the County's Public Works Department to relocate the existing maintenance yard to a more appropriate industrial location. Proposed uses at the intersection include mixed-use with residential development and light industrial uses so it will be important to provide screening and design improvements to ensure compatibility, a unified aesthetic theme and the creation of a sense of arrival to the city.

Objectives

- Promote mixed-use development, including higher density residential in the northwest corner of this intersection.
- Reinforce this location as a key entry to the city by incorporating distinctive and consistent streetscape treatments special lighting, signage, landscaping, architectural elements, paving and other unique features that tie the corners together and enhance the intersection.
- Ensure that potential conflicts with adjacent single-family residential development are appropriately addressed through buffering, screening and or performance standards included in the Zoning Code.



Figure 3-18: San Gabriel River Parkway and Beverly Boulevard Intersection

16 - Beverly Boulevard, I-605 Area

Existing Conditions

This planning area includes two sub-areas. Sub-area 1 is located north of Beverly Boulevard and west of the I-605, along Abbeywood Avenue. It is a large site that currently includes underutilized industrial uses. There is a freight forwarder located on the north parcel and a warehouse/distribution facility on the south parcel. Access to the planning area from Beverly Boulevard is provided at Abbeywood Avenue which runs along the westerly side of the south parcel and ends at the southern boundary of the north parcel. Immediately north of the site is an existing single family development. This development is located within the city, but its only access is provided through the adjacent neighborhood located within Los Angeles County. That neighborhood also has only one point of access at Springland Drive and San Gabriel River Parkway. These access issues and land use incompatibilities between the industrial uses and adjacent residential uses need to be addressed to ensure the health and safety of residents.

Sub-area 2 is located south of Beverly Boulevard and includes an approximately 19 acre vacant site. This site is one of the largest remaining vacant sites in the city. However, there is limited access to the site. Existing access is provided at Eduardo Avenue through an existing residential neighborhood located outside the city boundaries within an unincorporated area. There is no direct access from within the City of Pico Rivera.

Opportunity

There is an opportunity to redevelop sub-area 1 with mixed-use or light industrial uses to address incompatibilities between the existing industrial and residential neighborhoods. Redevelopment of the site should also explore opportunities to provide secondary access for the adjacent residential neighborhood. Sub-area 2 provides significant opportunities for redevelopment, but the access issues must be resolved in order to do so.

Objectives

- Promote development of sub-area 1 as mixed-use and/or light industrial to eliminate land use conflicts with the adjacent residential development are. Ensure that potential conflicts with adjacent single-family residential development are appropriately addressed through buffering, screening and or performance standards included in the Zoning Code.
- Require that future redevelopment of sub-area 1 be addressed through a master plan or other similar device including a specific plan or planned development zoning. At a minimum, the Plan shall address access issues and creative site design, buffering, performance standards as appropriate, the desired mix and intensity of development, and potential environmental hazards.



- Redevelopment of sub-area 2 should be a priority and the City should work with potential developers and/or consider conducting independent studies to identify potential access solutions.



Figure 3-19: Beverly Boulevard and I-605 Area