

# ENGAGEMENT SUMMARY

HWB Specific Plan Phase I: November 2022 - June 2023



## Outreach & Engagement Overview



**30+ Events**

City Tours, Farmer's Markets, City Council Meetings, Town Halls, and City Festivals. Including regular posts, comments, and responses on social media & public broadcast channels  
**Approximately 2,000 people engaged!**

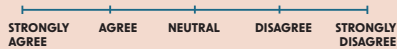
**Farmer's Market Booth**



## Online Survey #1

166 Completed Responses

Questions were on a agree / disagree scale:



Fun and vibrant "uptown" area with diverse **shopping, dining, and entertainment**



More **parks, trails, open and natural spaces, recreational opportunities and public events**



**Safer and more convenient roads and sidewalks** for vulnerable road users.



Unique **branding, signage, cultural elements and public art** for a strong sense of community pride



**Parking supply** could be better managed to improve **availability**



**Technology and innovation** should be integrated where possible to ensure a **safer, smarter, more effective, and more efficient environment**



Diversity in **architecture and landscaping** can enhance community character and make the built environment more interesting



More **housing types** are needed to accommodate a wide range of incomes and living situations



Any new **development and infrastructure** should contribute to a more **sustainable and resilient environment**



**Youth Ambassador Meetings**



**Community Design Charette**



Over **80%** of feedback has been **POSITIVE** to the HWB Project and creating a new vision

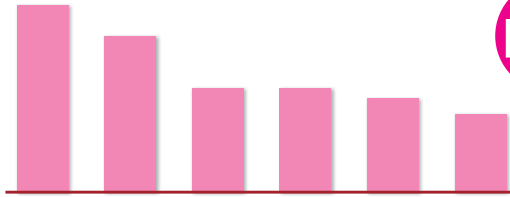


**Taking Survey #1**



# BRANDING AND PLACEMAKING

Good Precedent for "Uptown" Pico Rivera / Whittier Blvd.

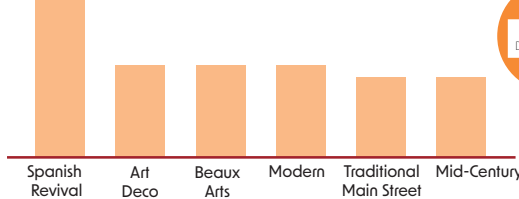


**Buildings and Trees Frame Public Space** | **Pedestrian Paseos and Street Activities** | **Public Art for Unique Placemaking** | **Colorful and Interesting Buildings**

**Community Feedback on Desired Improvements & Placemaking:**  
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# DEVELOPMENT AND ARCHITECTURE

Architecture Style



Land Uses



Density



Historic vs. Modern



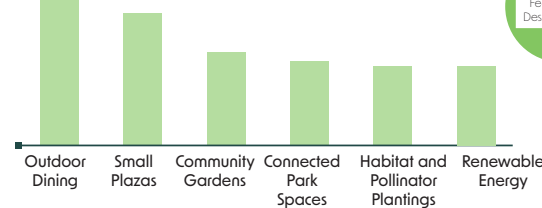
**Variety of Heights and Uses (Commercial & Residential)** | **Mix of Materials and Colors** | **Plaza Spaces with Lighting** | **Max Building Height (4-6 stories)**

# OPEN SPACES AND RECREATION

Preference for Character of Open Space



Preference for Specific Elements

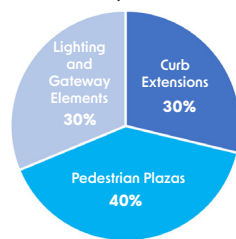


**Green Elements** | **Natural and Urban Features** | **Small Plaza Space** | **Tables and Benches**

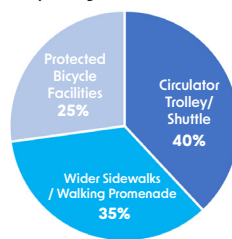
Other Elements with low votes: interactive art, urban play elements, small playgrounds

# MULTIMODAL TRANSPORTATION

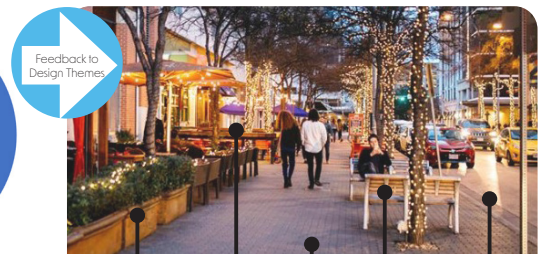
Intersection Improvements



Updating Whittier Blvd.



Preference for Parking:



**Outdoor Dining** | **Pedestrian Lighting as Placemaking and Branding** | **Wide Sidewalks** | **Street Furniture** | **Multimodal Street (Vehicles and Bikes)**



With: CivicWell, Fehr & Peers, EPS, and DayOne