



HISTORIC WHITTIER BOULEVARD

Specific Plan and Multimodal Plan

Existing Conditions and Engagement Report

July 2023



With: CivicWell, Fehr & Peers, EPS, DayOne





Typical conditions existing condition of the Specific Plan area - a vehicle-oriented corridor with a mix of land uses and development character ranging from historic main street to suburban big box.



Example of recent investments within the Specific Plan area that include new transportation infrastructure, drought-tolerant landscaping, pedestrian-oriented urban design, and placemaking.

Acknowledgments

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Glossary of Terms and Abbreviations

- » **ADT:** Average Daily Traffic. The amount of vehicles that drive through a specific point.
- » **BRT:** Bus Rapid Transit. A higher-quality bus-based transit system that delivers fast and efficient service that may include dedicated lanes, busways, traffic signal priority, off-board fare collection, elevated platforms and enhanced stations.
- » **CEQA:** California Environmental Quality Act (1970). Requires state and local agencies within California to follow a protocol of analysis and public disclosure of environmental impacts of all proposed projects.
- » **COG:** Council of Governments.
- » **GC:** Gateway Cities.
- » **HWB:** Historic Whittier Boulevard.
- » **LOS:** Level of Service - a qualitative measure used to analyze roadways and intersections by categorizing traffic flow or congestion and assigning letter grades. No longer used by CEQA to determine transportation impacts (see VMT).
- » **Multimodal:** That includes walking, biking, transit, rail, cars and trucks.
- » **SCAG:** Southern California Association of Governments (Imperial, Los Angeles, Orange, San Bernardino, Riverside, and Ventura Counties)
- » **SGV:** San Gabriel Valley.
- » **VMT:** Vehicle Miles Traveled - a quantitative measure for number of miles traveled by a motor vehicle, often referenced for commute trips. Now used to measure transportation impacts under CEQA.

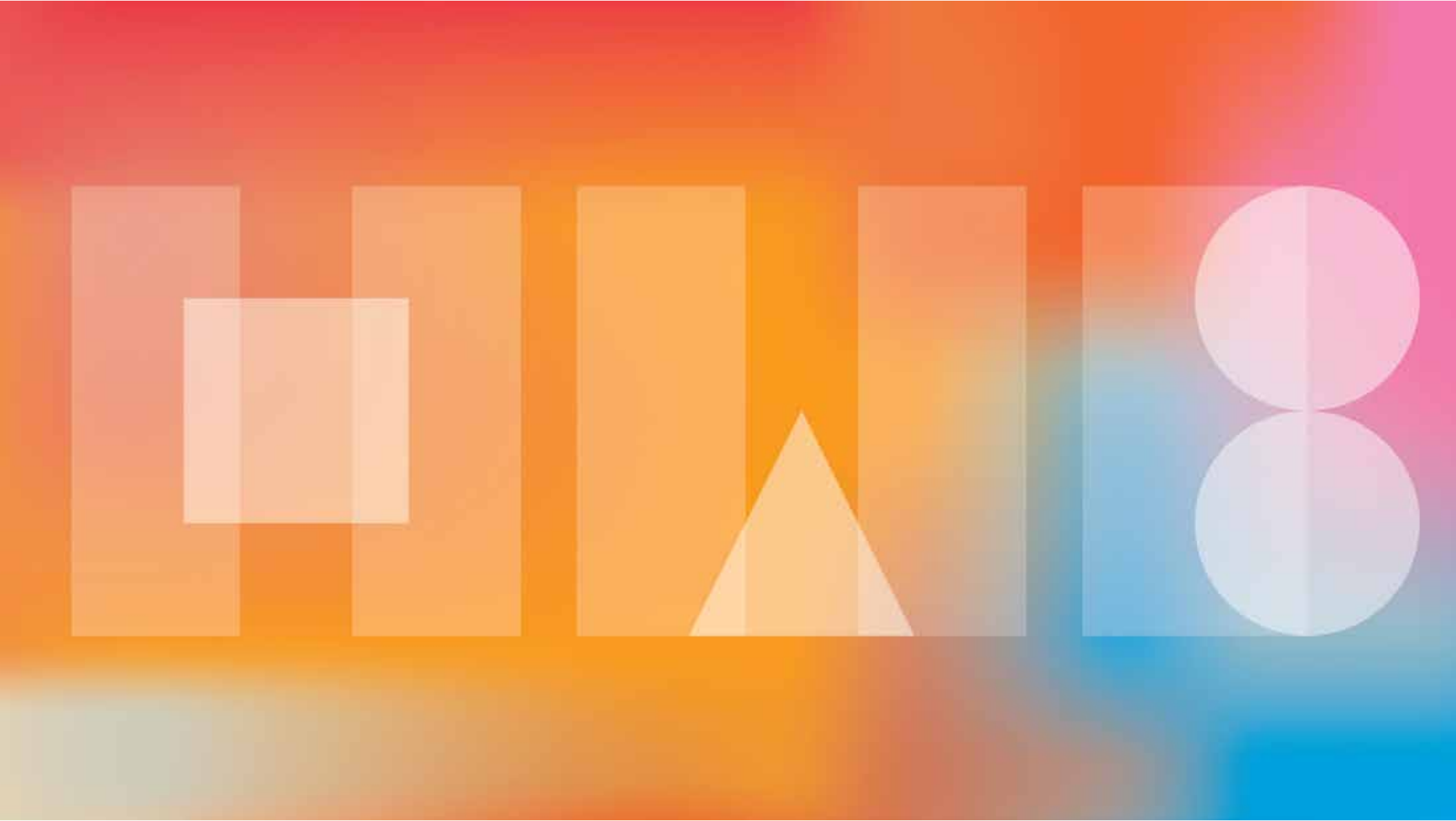
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PART 1:

TECHNICAL ANALYSIS

SUMMARY

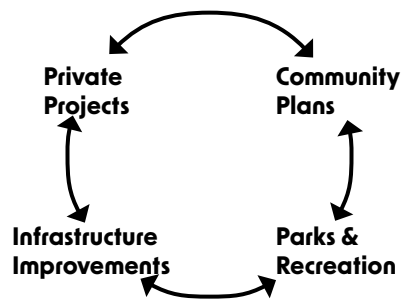
1 PROJECT CONTEXT



PICO RIVERA 2035 (PR2035)

In 2020, the City of Pico Rivera developed a community and economic recovery framework to proactively address major challenges introduced by COVID-19, the economic downturn, climate change, impacts from the Whittier Narrows Dam Safety Project, and multiple unfunded State and federal mandates. After further refinement, the framework evolved into what is now the Pico Rivera 2035: Community Revitalization Program (PR 2035), a modern-day renaissance designed to stimulate **holistic, smart, equitable, and sustained long-term community development and economic growth**.

This program integrates all types of projects from community planning to individual private projects.



The Historic Whittier Boulevard (HWB) Specific Plan and Multimodal Plan is one of the first planning projects within the City that will support that Citywide Program. It is one of a few major projects (shown on the opposite page) that are looking to transform the City to meet the needs of the 21st Century to grow sustainably and improve quality of life.

Within the HWB Specific and Multimodal Plans (HWB Program), there are a number of related projects that were started prior, concurrent to, or after the Specific Plan (shown on the following pages). These related projects are both informing the development of the Specific and Multimodal Plan, while the Specific and Multimodal Plans will also inform those projects.





River Master Plans
 For the Rio Hondo and San Gabriel Rivers spreading grounds to create useable open spaces and sustainable benefits.



Commuter Rail Station
 Studying potential to accommodate Metrolink, Amtrak, High-speed Rail and intermodal bus terminal.

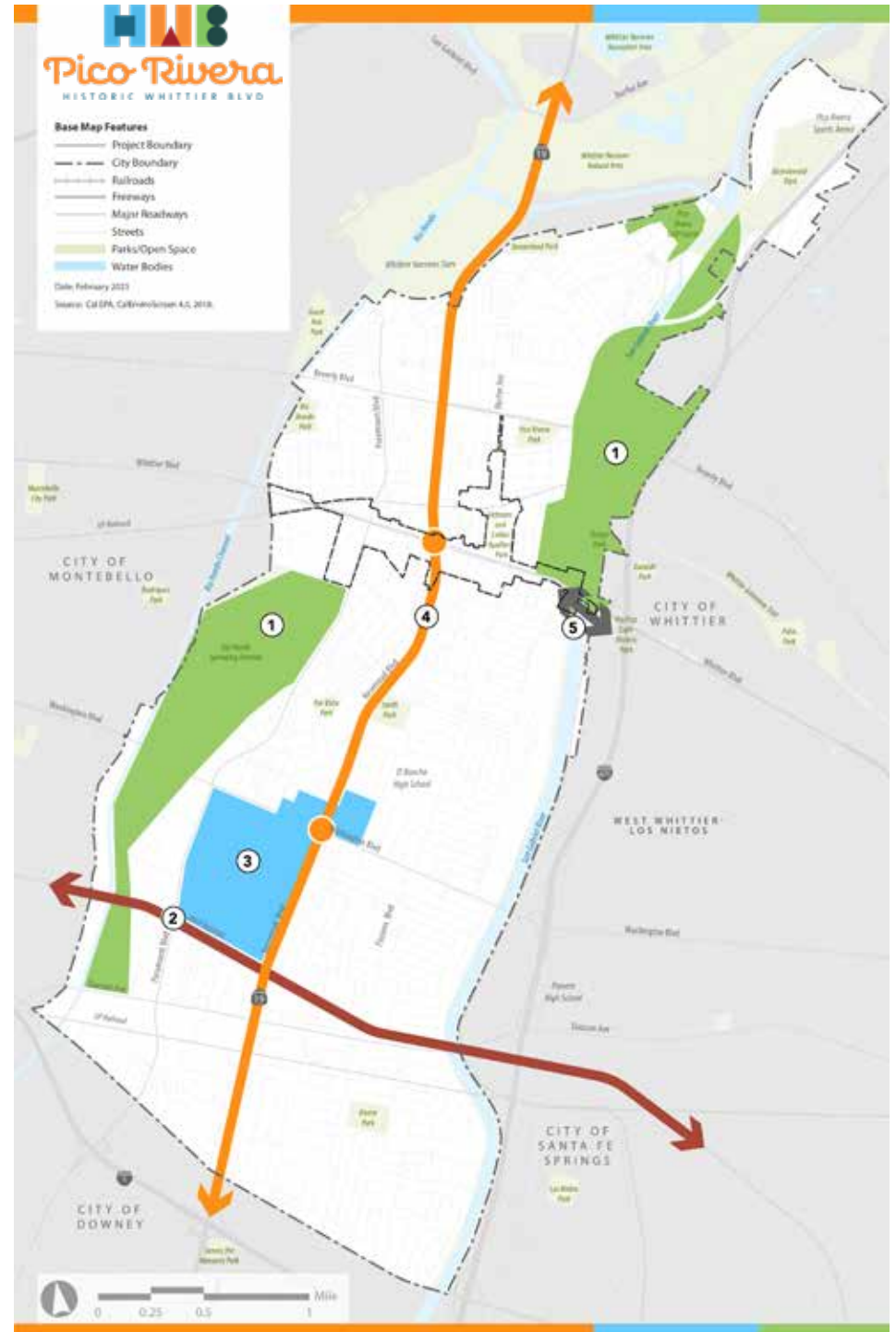


Downtown Specific Plan
 To create a mixed-use walkable downtown in Pico Rivera around the Future E Line Station at Washington/Rosemead.



Rosemead/Lakewood Corridor Bus Rapid Transit (BRT)
 A new high-quality bus line from East Pasadena to Long Beach.

Note: Images above are designed to illustrate the intent of each project and do not represent a final decision. Each project is subject to further community engagement and input.



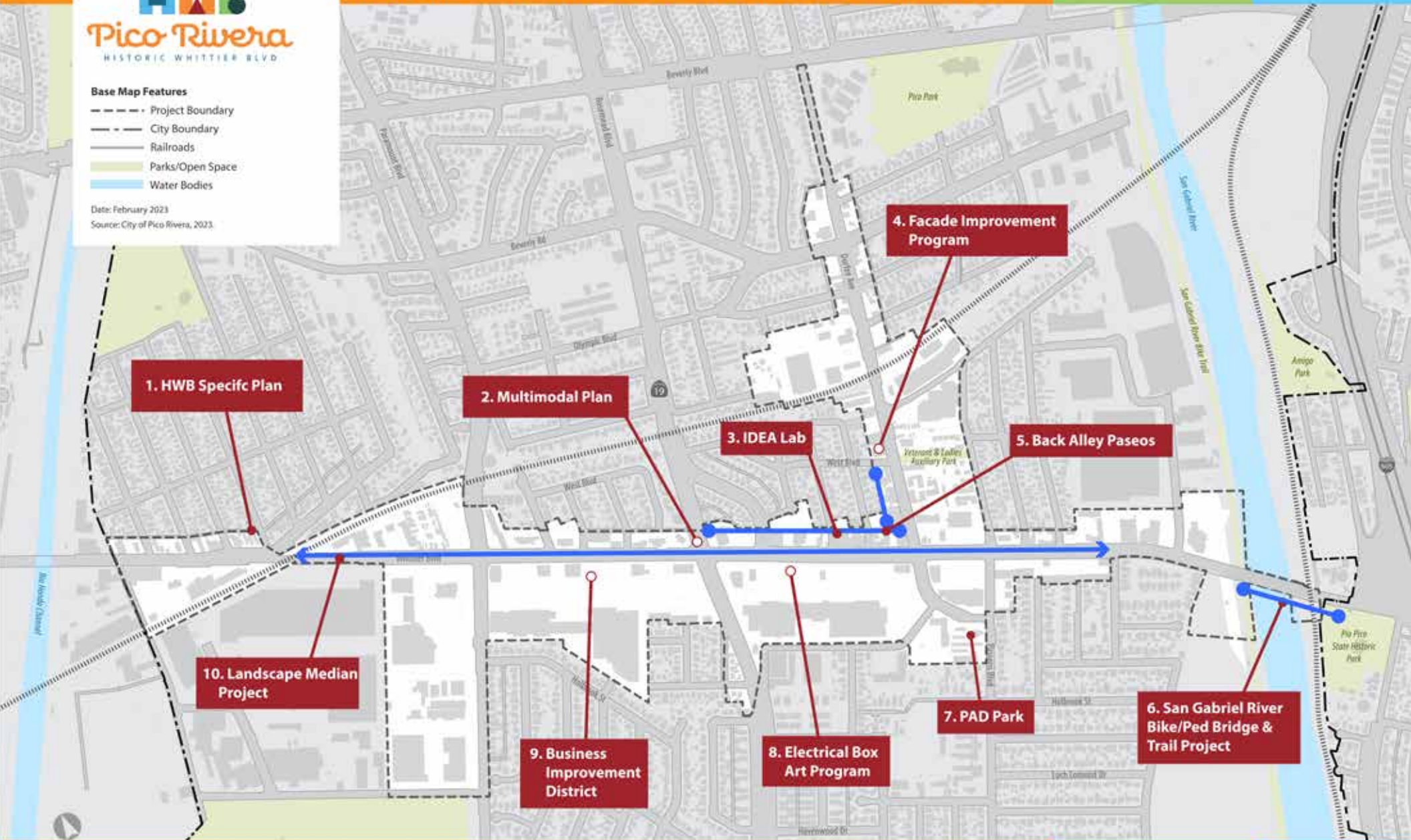
HISTORIC WHITTIER BOULEVARD SPECIFIC PLAN AREA



Base Map Features

- Project Boundary
- City Boundary
- Railroads
- Parks/Open Space
- Water Bodies

Date: February 2023
Source: City of Pico Rivera, 2023.



2 Multimodal Plan

To redesign Whittier Boulevard for all modes.



3 IDEA Lab

Turn a vacant building into a community center.



4 Facade Improvement Program

Grants available for facade improvements.



5 Back Alley Paseos

Transformation of alleys into pedestrian spaces.



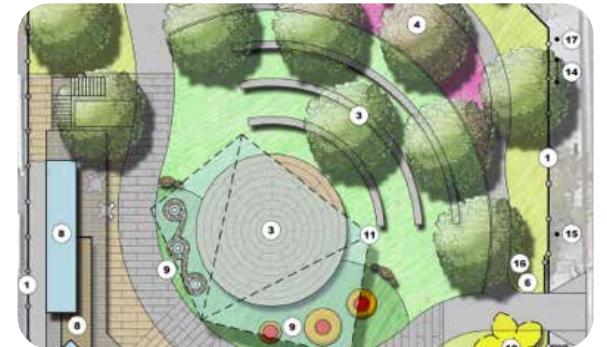
6 San Gabriel River Bridge

Connect Whittier Boulevard to Pio Pico State Park.



7 PAD Park

A new public park on a former bus depot.



8 Electrical Art Box Program

So local artists can paint electric boxes.



9 Businesses Improvement District

Formal organization to support business growth.



10 Landscape Median Project

New drought-tolerant landscaping.



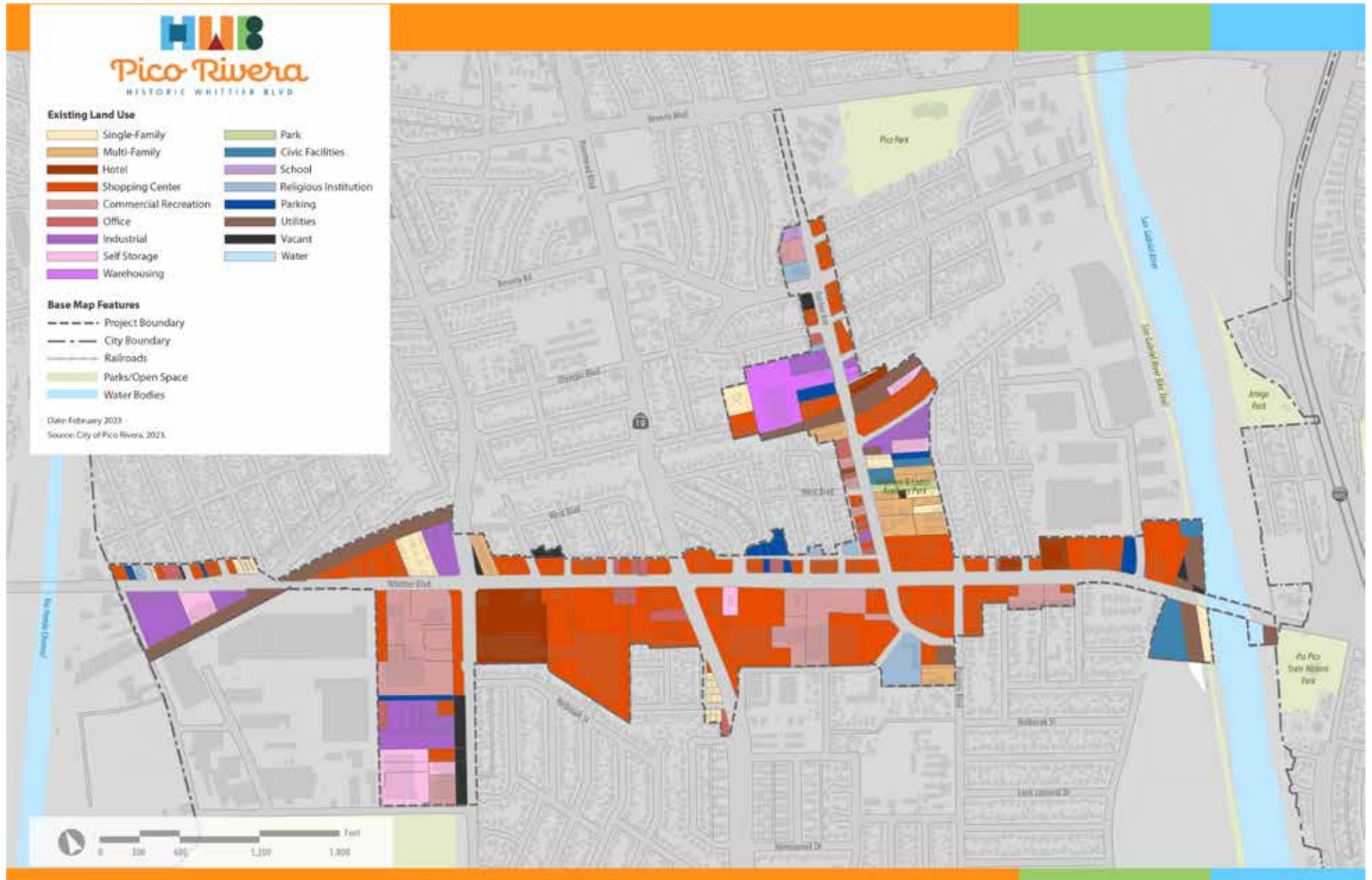
2

LAND USE & CHARACTER



- » **Historic Whittier Boulevard Character:** Whittier Boulevard is historically known as El Camino Real, a 600-mile commemorative route connecting the 21 Spanish missions in the State of California. In Pico Rivera, Whittier Boulevard lacks a unifying theme and a cohesive sense of place. The north side of Whittier Boulevard is characterized by older small-scale commercial uses, while the south side is more reflective of sprawled development with disjointed retail strips and big box retailers with excessive parking. **There is an opportunity to recapture Whittier Boulevard's historic qualities with placemaking and public realm strategies.**
- » **Current Land Use:** The Plan area is made up of 384 unique parcels spanning 157 acres. **Commercial development makes up almost two-thirds of all land uses in the Specific Plan area, with shopping centers accounting for 39 percent of the total acreage.** Industrial uses make up the second largest share (15 percent) of land uses. Some specific light and heavy industrial uses include food processing and packaging sites. Residential uses make up less than 10 percent of the total land uses and are split almost evenly between multi-family and single-family units. The multi-family uses are of medium to high density. The single-family uses are largely low density and are characterized by single detached units on large lots.

Current Land Use



Much of the Whittier Boulevard corridor is defined by retail and commercial uses. There is a greater mix of land uses along Durfee Avenue, as well as the edges of Whittier Boulevard.

- » **Development Characteristics:** The average year for development of properties in the Plan Area is 1962. A majority of the properties on the southern side of Whittier Boulevard were built between the 1980s and '90s with a few built in the early 2000s. These developments continue to be updated and renovated with the following recently completed and in progress:
 - » Crossroads Plaza (Burlington, Ross, DD's and facade improvement) (completed in 2022)
 - » New Chase building (completed in 2022)
 - » Warmington Townhomes - 45 townhomes under construction
- » The northern side of Whittier Boulevard has more of a mix of building age, where several properties were built between 1920 and 1979. The **average lot size in the Plan Area is a half-acre** and are mostly located on the south side of Whittier Boulevard. The **average building height is 20 feet**. Residential density is at an average of **19 dwelling units per acre**, with a few development reaching upwards of 79 dwelling units acres, such as 8615 Whittier Boulevard Apartments.



Example of mid-century modern building.



Example of California-Mediterranean style built in 1946.



Example of historic building along north side of Whittier Boulevard.



Example of Mission Revival building at Whittier Blvd. and Gregg Rd.

Building Age



While there are some older buildings (and one historic building) that contribute to a unique character for the corridor, which could be used for inspiration, much of the architectural character is defined by the suburban, industrial, and shopping center buildings developed since the 1980s.

» **Views, Gateways, and Landmarks:** The City's location in the north of the Gateway Cities Subregion adjacent to the San Gabriel Valley provides views to the scenic San Gabriel mountain ranges to the north. Mountain views can be seen from north-south arterials and are particularly stunning when seen from the Rio Hondo and San Gabriel River. Both of these watersheds also provide scenic views that contribute to a sense of place. Gateways are public visual or ceremonial entryways that often form your first impression of an area. Currently the City provides small gateway monuments along the landscaped medians on Whittier Boulevard and are located at the edge of the City's boundary.



Mountain views to the north available at street intersections.



Pico Rivera median gateway monument and El Camino Real markers.



Expansive views of the San Gabriel River floodplain and views to the north.



Informal entrance to the City from the East along Whittier Blvd.

- » **Street Wall:** A street wall is a condition where buildings consistently line or front onto the edge of a street. Whittier Boulevard is mostly fronted by large surface parking lots which creates large gaps in the building pattern. Durfee Avenue has a stronger street wall, but gaps still exist, particularly north of West Boulevard. A **fragmented building pattern can contribute to a sense of isolation and separation between land uses and hinders the streetscape and overall pedestrian environment.**



Example of good street wall on north side that includes variety of frequent building facades up to the sidewalk edge, with some small setbacks.



Example of poor street wall on south side that includes surface parking lots and buildings that have blank facades fronting Whittier Boulevard.

Street Wall Gaps



Portions of the north side of Whittier Boulevard and Durfee Avenue (between Whittier and the rail crossing) have a good streetwall of buildings along the sidewalk. The shopping centers and other uses on the south side of Whittier boulevard do not create a consistent urban fabric.

- » **Land Ownership and Housing Sites:** A street wall is a condition where buildings consistently line or front onto the edge of a street. Whittier Boulevard is mostly fronted by large surface parking lots which creates large gaps in the building pattern. Durfee Avenue has a stronger street wall, but gaps still exist, particularly north of West Boulevard. A **fragmented building pattern can contribute to a sense of isolation and separation between land uses and hinders the streetscape and overall pedestrian environment.**



Example of larger property ownership sites on the south side of Whittier Boulevard that often include big box retail stores.



Current renovation of multi-family residential building at the corner of Whittier Boulevard and Paramount Boulevard.

Land Ownership and Housing Element Sites



A majority of the land within the Specific Plan area is privately-owned. There are some strategic parcels that are publicly-owned by the City and other potential redevelopment partners. Redevelopment sites identified as part of the Housing Element are concentrated at Rosemead and Whittier Boulevard.

3

HEALTH, EQUITY & SUSTAINABILITY



The HWB Program will be based upon a holistic approach to community development that seeks to provide a great place for everyone to live, work, and play in Pico Rivera.

Achieving a more sustainable, healthy, and equitable community relies heavily on educating the public on creating a built environment and cultural influences. The City of Pico Rivera is undertaking a comprehensive effort dedicated to educating the public about how the HWB process is utilizing community-led planning processes. From that, and complemented with data, the project team will determine the goals and metrics that can advance equity.

Sustainability will address the factors that contribute to climate change as well as designing for new climate realities.

A significant factor for community and individual health is the current physical environment such as access to foods and open spaces.

Equity, health, and sustainability are interrelated topics that also interact with any other element within a community, which can be physical or a policy.

Trees capture carbon from air and provide habitat for animals.

SUSTAINABILITY

- » Ghg Emissions
- » Water Availability and quality
- » Economic development
- » Heat Island

PHYSICAL ELEMENT OR POLICY

E.g. Trees

Trees can reduce heat island effects, reducing stress on people, and improve air quality.

Pico Rivera is currently lacking in street trees and open space while also suffering from many pollution sources.

EQUITY

- » Job Access
- » Transportation Alternatives
- » Socioeconomic
- » Housing
- » Environmental Justice

HEALTH

- » Personal and Community Health
- » Physical Activity
- » Healthy Food Access
- » Mental Health
- » Social Capital

- » **Disadvantaged Communities:** All Census tract in the Plan Area, except for one, qualify under the State's definition of a Disadvantaged Community. Census tract 5004.02 is significantly impacted by pollutants and the population in this area is particularly vulnerable to those pollutants. This could be attributed to the presence of industrial uses to the east and west of multi-family residences. Multi-family housing is also generally more affordable than single-family housing and is more accessible to lower-income families and individuals; a factor that is likely contributing to the population characteristics discussed above.
- » **Pollution Burdens and Population Characteristics:** According to CalEnviroScreen 4.0, all Census tracts covering the Plan Area, except for one, are among the highest 25 percent of pollution burdened tracts statewide. The top five most significant pollutants in the Plan Area are related to transportation activity, industrial uses, and lead exposure related to an older housing stock. Only one Census tract in the Plan Area is in the highest 25 percent of health and economic burdened tracts in the State. All Census tracts have a high incidence of cardiovascular disease and low educational attainment. Other economic and health burdens include high proportions of households with limited English proficiency, housing cost burden, and low birth weight.



Truck traffic through Whittier Boulevard and Pico Rivera contributes to environmental pollution issues.



Logistics facilities located next to residential neighborhoods.

CalEnviroScreen 4.0

Pollution Indicator Percentiles

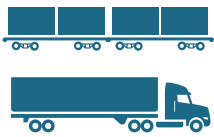
Census Tracts	Pollution Score	Toxic Release Inventory	PM 2.5	Lead	Solid Waste	Diesel PM
5004.02	87	84	77	90	80	88
5009	73	84	79	85	23	59
5007	91	85	85	92	67	52
5006	93	84	78	88	93	58

Population Characteristic Percentiles

Census Tracts	Population Score	Cardiovasc. Disease	Education	Linguistic Isolation	Housing	Low Birthweight
5004.02	89	88	88	79	91	86
5009	63	89	82	65	54	25
5007	71	88	75	49	55	71
5006	74	89	90	86	60	49

The Plan Area is significantly affected by and vulnerable to pollution burdens:

Freight and Highway Network Transportation Activities



Particulate Matter (PM 2.5) over 77% for each census tract; Diesel PM over 55% for each census tract.

Historic and Current Industrial Uses

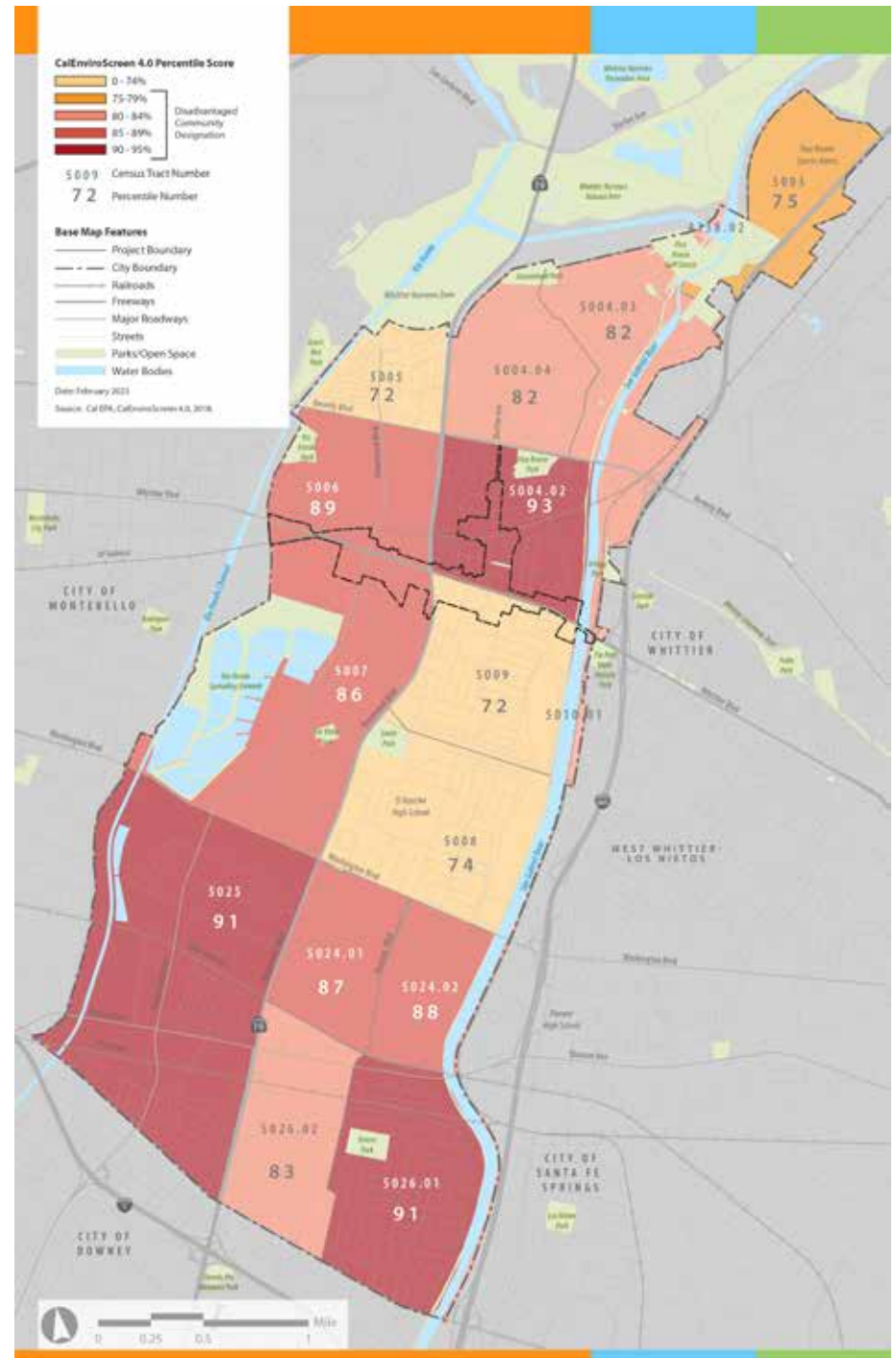


Toxic release over 85% for each census tract; Solid Waste exposure over 88% north of Whittier Blvd.

Older Housing Stock Lead Exposure



Lead over 85% for each census tract.



- » **Community Health:** Based on the California Healthy Places Index, **all Census tracts in the Plan Area rank healthier than 50 percent or less of other tracts statewide, indicating unhealthy conditions.** The southern side of Whittier Boulevard has slightly healthier outcomes than the northern side. This could likely be due to the location of the Rio Hondo Spreading Grounds, which provides for opportunities for physical activity, more single-family residences, which indicate higher homeownership rates, and more job opportunities.
- » **Grocery Store Access:** In the City, there are approximately eight major grocery retailers. These are mostly located along major arterials that include Telegraph Road, Slauson Avenue, Washington Boulevard and Whittier Boulevard. **Much of the City's residents are within one-mile (or a 20-minute walk) from a major grocery, but fewer residents live within a half-mile.** Grocery store access is lacking north of Beverly Boulevard, where many residents live outside of a one- or half-mile walk shed. As redevelopment occurs along Whittier Boulevard, it is critical to consider phasing opportunities for redevelopment of properties that contain grocery stores as any construction or demolition activity could limit grocery store access for residents in the northern part of the City. Furthermore, it is important to ensure that if any properties containing grocery stores are redeveloped, that they include replacement options that are affordable and culturally relevant to the surrounding community.



San Gabriel and Rio Hondo floodplain areas are used both formally and informally, but provide opportunity to be better utilized and provide multiple benefits from sustainability, open spaces, and active transportation connections.



Pedestrian uses an umbrella to protect from the sun and heat.

Healthy Places Index

Health Places Index Indicators & Community Characteristics	Pico Rivera	5004.02	5009	5007	5006
Transportation	25.5	28.5	7.4	28.2	24.9
Automobile Access (% of households with access to automobile)	32.7	44	14.7	47.7	30.7
Active Commuting (% of workers (16 and older) who commute to work by transit, biking, or walking)	59.5	33.9	49.3	25.5	54.4
Neighborhood	46	54.5	66.7	43.7	40.7
Park Access (% of people living within 1/2 mile of a park, beach, or open space)	67.7	57.1	49.2	37.2	45.4
Retail Density (# of retail, entertainment, services, and education jobs per acre)	85.1	72	88.7	89.6	65.7
Tree Canopy (% of land with tree canopy weighted by # of people per acre)	29.9	25.5	41.7	34.9	42.7
Healthcare Access	26.9	16.6	21.5	54.9	21.3
Insured Adults (% of adults 18-64 yrs old with health insurance)	26.9	16.6	21.5	54.9	21.3

The Plan Area generally lacks health-promoting infrastructure and conditions:

Lack of Healthcare Access



3 out of 4 census tracts below the City of Pico Rivera for healthcare access

Low proportion of Active Transportation

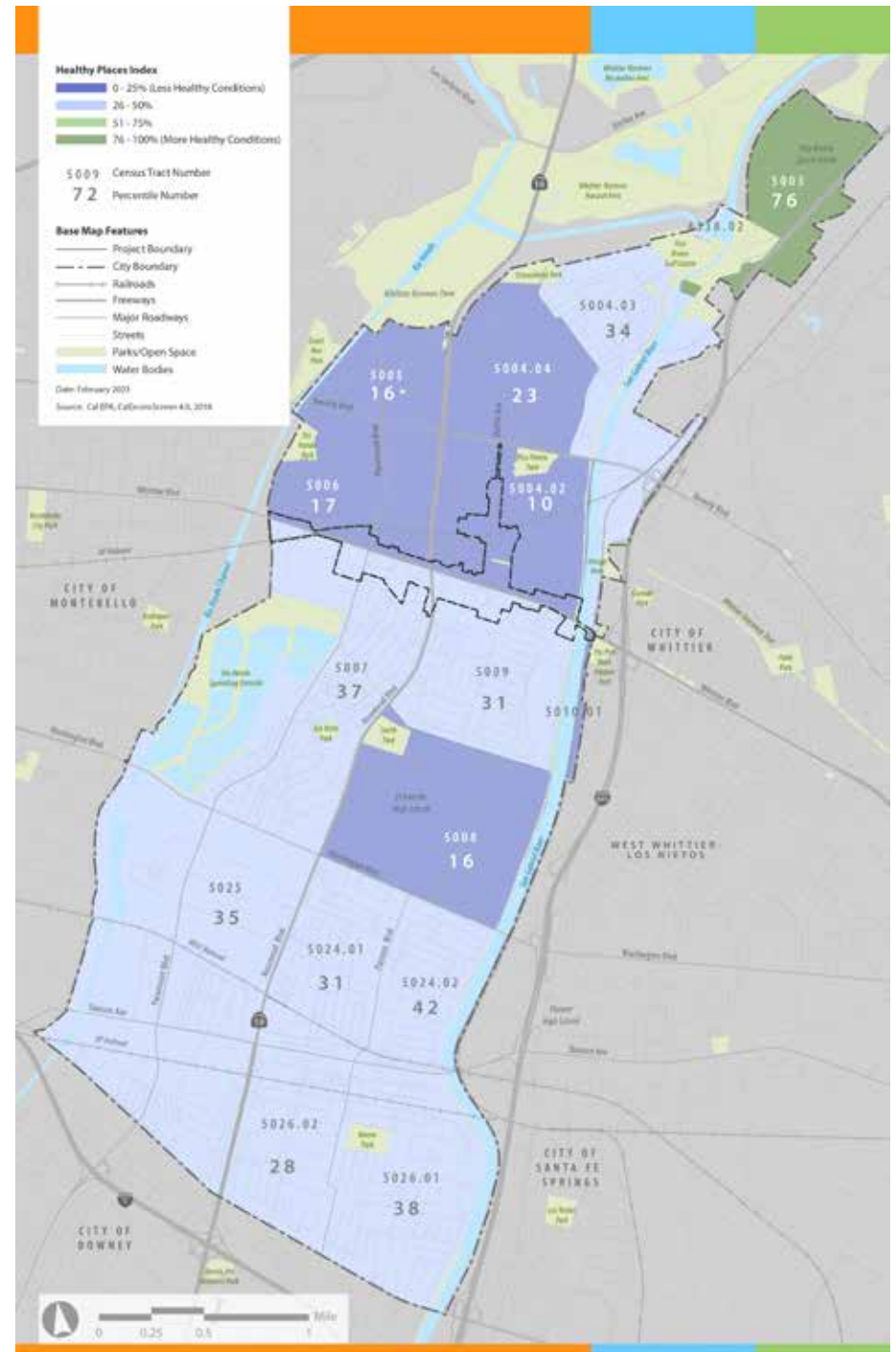


Lower than the City of Pico Rivera.

Minimal shade From Trees



Park access and tree canopy less than the City of Pico Rivera.



Rio Hondo and San Gabriel Rivers

The HWB Specific Plan Area is unique in that it is bounded by rivers on both the east and west sides of the project area. Both rivers are currently underutilized spaces by people as they primarily serve flood control purposes; at the same time they both provide connections to the SGV Greenway Network Map. Integrating the river with riverfront development can improve access, drive usage, and enhance outcomes related to equity, health, and sustainability. **The HWB Specific Plan has the opportunity to ensure connections to the river areas, as well as extend those benefits through the Specific Plan Area.**

Sustainability - the floodplain areas need to respond to climate change and can improve water quality and stormwater capture.

Health - The rivers can further contribute to the active transportation (Class-I) network, which promotes more physical activity, clean mobility, and better air quality.

Equity - creation of more park space in a “park poor” area.

SGV Greenway Network Map



Conceptual rendering for Los Angeles River revitalization, which can serve as a precedent for River Master Plans and HWB Specific Plan.

Identified Early Action Projects:

- ① River Master Plans
- ② Rio Hondo Spreading Grounds
- ③ Golf Course Hall and Parking Lot
- ④ Marine Corps Base
- ⑤ San Gabriel River Park (approx 13 acres)
- ⑥ Greenway Trail Connector
- ⑦ Bike/Pedstrian Bridge and Trail to Pio Pico State Historic Park

Rio Hondo Master Plan Area



San Gabriel Master Plan Area



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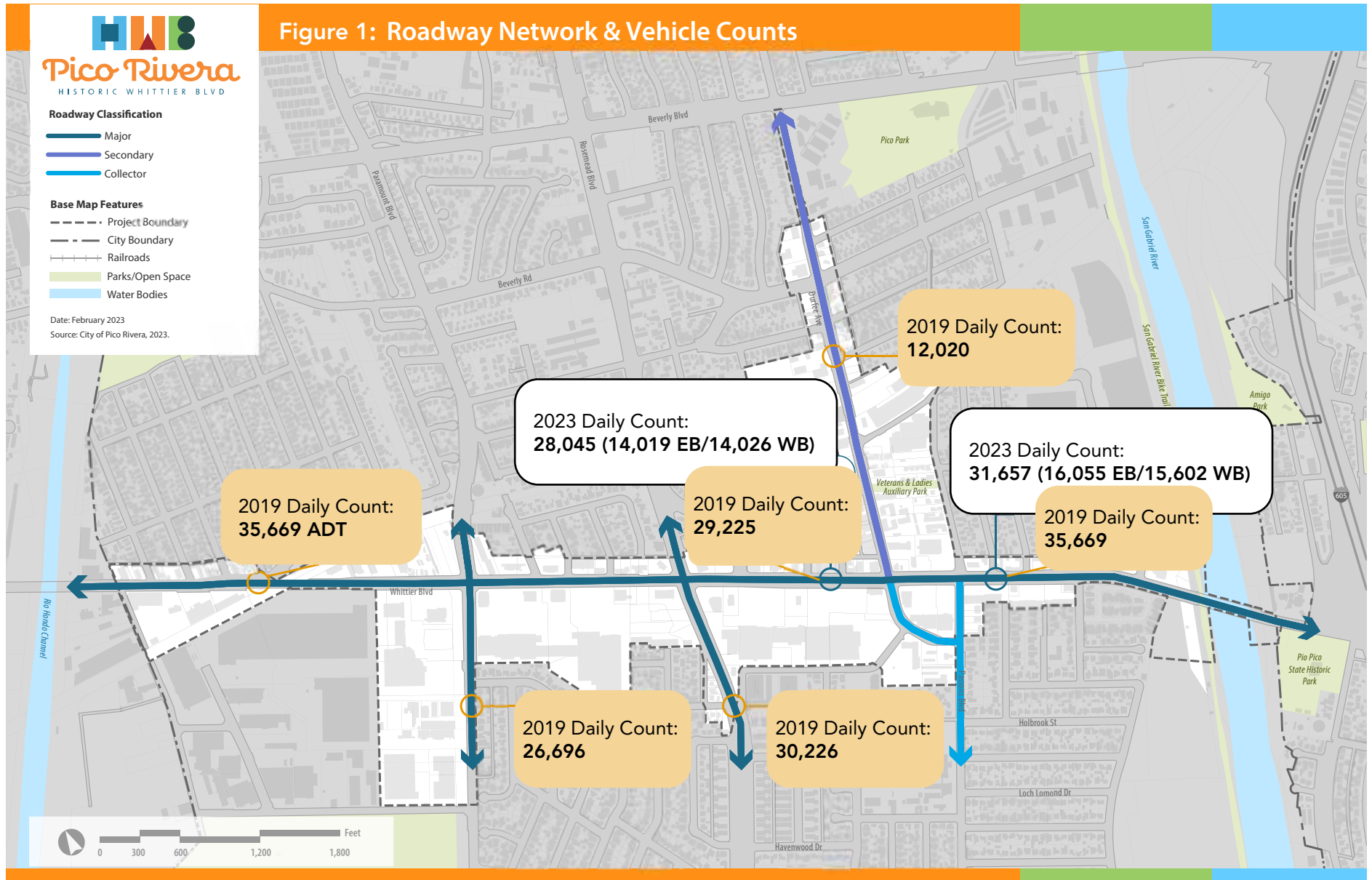
MULTIMODAL TRANSPORTATION



Since the 1950s, the transportation network was built for personal automobiles. Updates to the transportation network are needed to align with State requirements, funding opportunities, as well as accommodating the needs all users including the most vulnerable road users, which means updating infrastructure to accommodate all modes of travel. State requirements such as Complete Streets Act of 2006, Safe Routes to School, SB743 (that went into affect in July 2020 and measures CEQA transportation impacts based on VMT rather than LOS), GHG impacts to community, vehicle-pedestrian/bicycle collision trends, and others all provide considerations for updated designs for transportation infrastructure and services.

- » **Street Network:** Outside of Whittier Boulevard, several major streets serve the study area, including: Paramount Boulevard, Rosemead Boulevard, and Durfee Avenue. Interstate 605 (I-605) lies adjacent to the study area, less than a quarter mile away to the east. The average posted speed limit is 40 mph on major arterials and 25 mph on secondary arterials and collector streets.

Vehicle Network



Average daily traffic (ADT) is consistent along segments of Whittier Boulevard between 2019 and 2023.

Vehicle Network

- » **Parking:** Parking throughout the study area is generally provided either on-street or in off-street surface parking lots. Best practices indicate that an efficiently parked area would utilize approximately 85% of spaces. **According to a 2019 City-wide parking study, the only sub-area that exceeded 85% occupancy was the Speedway neighborhood.** (Speedway neighborhood defined by residential area north of Speedway Alley south of the rail corridor, adjacent to the Plan Area.) Two on-street blocks and three off-street parking locations had high occupancy.
- » A qualitative review of parking conditions was performed in February 2023 in the early afternoon (2:00 PM to 3:00 PM). Off-street parking lots located on the south side of Whittier Boulevard were visited. **Generally, it was found that occupancy seemed to range from 40 to 75% within the parking lots.** Generally there was ample parking available at the time of observations.
- » **Truck and Freight:** 2019 ADT counts observed between approximately 300 and 450 vehicle trips per day (approximately 2%) along Whittier Boulevard as truck traffic (classified as three or more axels).
- » **Modeling Analysis:** A modeling analysis using the SCAG model was undertaken for the Plan Area. **A majority (approximately 60%) of vehicle trips on Whittier Boulevard do not end or start within the City or the Plan Area,** indicating over half of the vehicles are solely driving through. With less than half of the vehicle traffic having stops or business to conduct along the corridor, it may be worth considering modifications to the corridor that prioritize local access relative to cut through traffic.

24-Hour Vehicle Counts

collected at Passons and Whittier Blvd

East of Passons on Whittier Blvd



West of Passons on Whittier Blvd



Average Daily Traffic Range: 28k - 32k



Typical street condition of Whittier Boulevard: six lanes of travel, left-turn lanes, variety of traffic congestion levels throughout the day.



Typical condition of surface parking lots on south side of Whittier Boulevard - parking utilized close to stores but available further away along street.



Example of cars queuing at a signal at Paramount and Whittier intersection.



Typical condition of midday on-street parking condition in residential area north of Whittier Boulevard, as well as example of excess vehicle space with center painted median on San Gabriel Place.

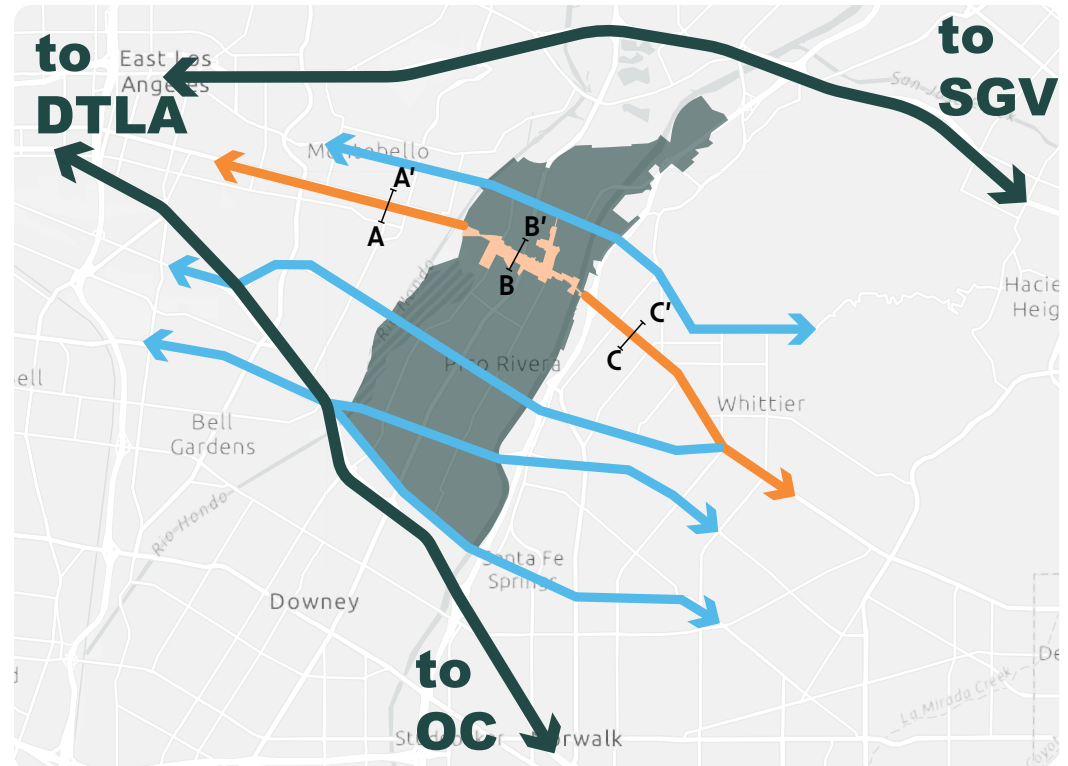
Whittier Boulevard in Regional Context



Based on Level of Service (LOS) thresholds in HCM 6th Edition

Opportunity to reduce number of travel lanes for Whittier Boulevard in Pico Rivera

- » **Travel lanes on Whittier Boulevard:** Within Pico Rivera, Whittier Boulevard is six travel lanes. East (Whittier) and West (Montebello and East Los Angeles) of Pico Rivera, Whittier Boulevard is only four travel lanes. The additional travel lanes in Pico Rivera do not contribute to additional capacity along the entire corridor.
- » **Parallel Routes:** There are multiple roadways that travel east-west through the City of Pico Rivera, including two highways. These routes provide alternatives routes for traveling through the region.
 - » Beverly Blvd.
 - » Washington Blvd.
 - » Slauson Ave.
 - » Telegraph Rd.
 - » I-5
 - » SR-60

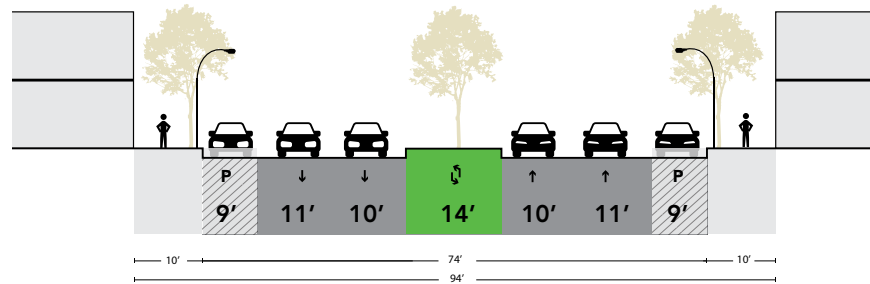


Typical Sections of Whittier Boulevard

Montebello & East Los Angeles

- » 4 travel lanes
- » On-street parking
- » Center median and left-turn lane
- » Curb extensions

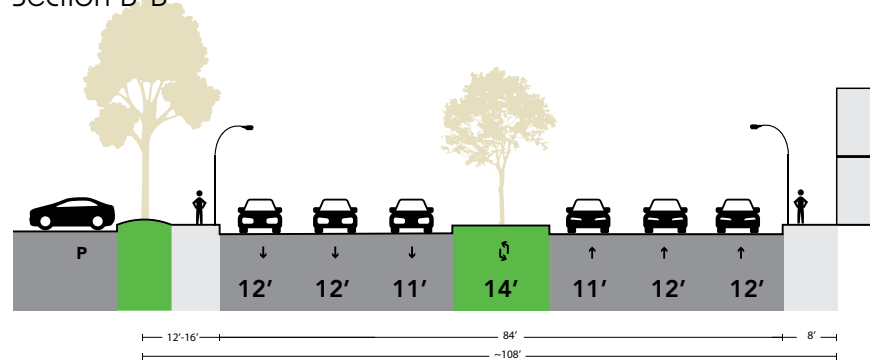
Section A-A'



Pico Rivera

- » 6 travel lanes
- » Additional right-turn lanes at intersections
- » Center median and left-turn lane
- » No landscape buffers for sidewalks

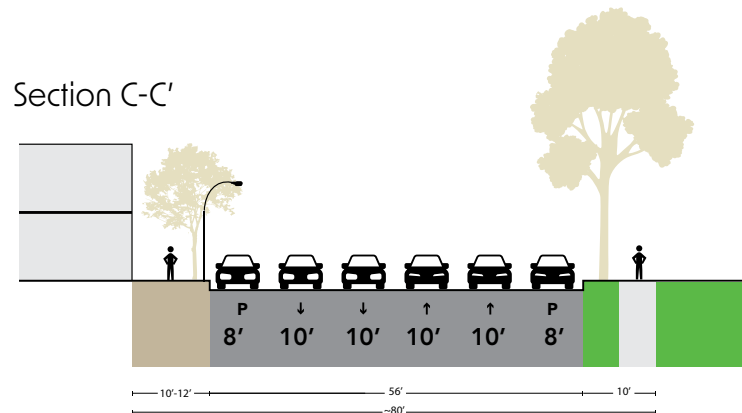
Section B-B'



Whittier

- » 4 travel lanes
- » On-street parking
- » Landscape buffer for sidewalk

Section C-C'



» **Collision Analysis:** The City's Local Roadway Safety Plan has placed **Whittier Boulevard on the High-Injury Network and is ranked within the top ten highest-injury corridors in the City.** Two of the highest-injury intersections in the City are located on Whittier Boulevard; Rosemead Boulevard & Whittier Boulevard; Gregg Road & Whittier Boulevard. Between 2016 and 2021, there was a total of 126 collisions that resulted in injury in the Plan Area. There were six fatalities on Whittier Boulevard with one occurring on Durfee Avenue—and of these fatal crashes, five of them involved pedestrians. As compared to a Citywide total of 38%, pedestrian-involved crashes represented 83% of fatal crashes in the Plan Area.

Pedestrian-Involved Collisions 2016-2021



Bicyclist-Involved Collisions 2016-2021



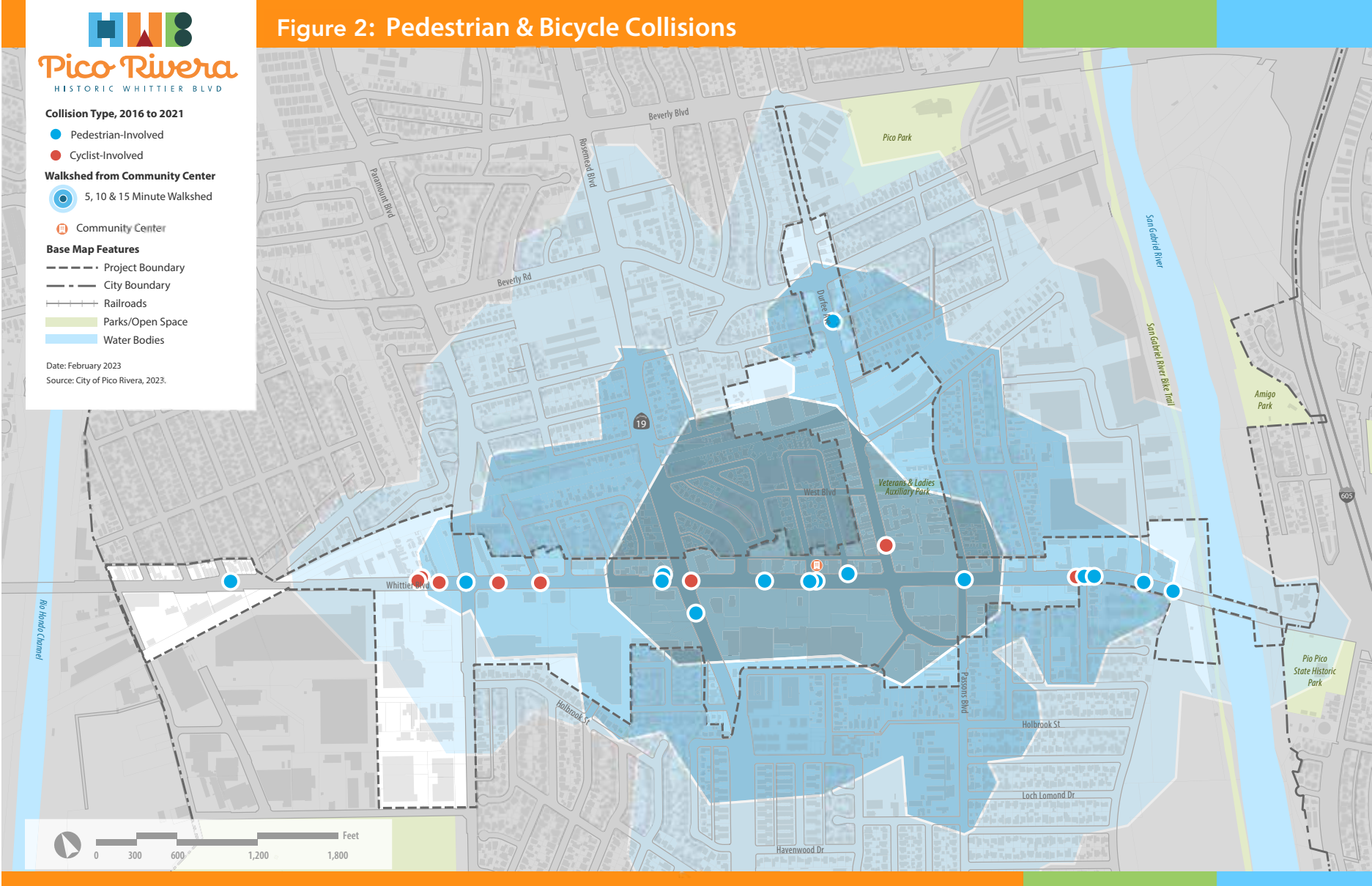
Bicyclist sharing space with vehicles.



Vehicle making a right-turn on a red light while a bicyclist waits hidden in the shadows.

Collisions

Figure 2: Pedestrian & Bicycle Collisions



While collisions are most concentrated between Rosemead and Durfee along Whittier Boulevard, collisions occur along the entire corridor.

Freight

- » **Freight Travel:** Based on 2023 counts, heavy vehicle* percentages ranged from 2% (617 of 31,650 vehicles) to 2.5% (691 of 28,050 vehicles) of daily traffic traveling along Whittier Boulevard
- » In 2019, this percentage was slightly higher ranging from 3% to 4.7% along Whittier Boulevard.
 - » West of Paramount, 775 of 16,100 vehicles is 3%
 - » Between Paramount & Passons, 1,400 of 29,200 daily vehicles are trucks at 4.7%
- » Changes in heavy vehicle percentages are likely attributable to on-going changes in subregional land uses and shopping patterns (shifting location and type of goods movement land uses and online shopping)



Example of two local delivery trucks on Whittier Boulevard mixed with other traffic.

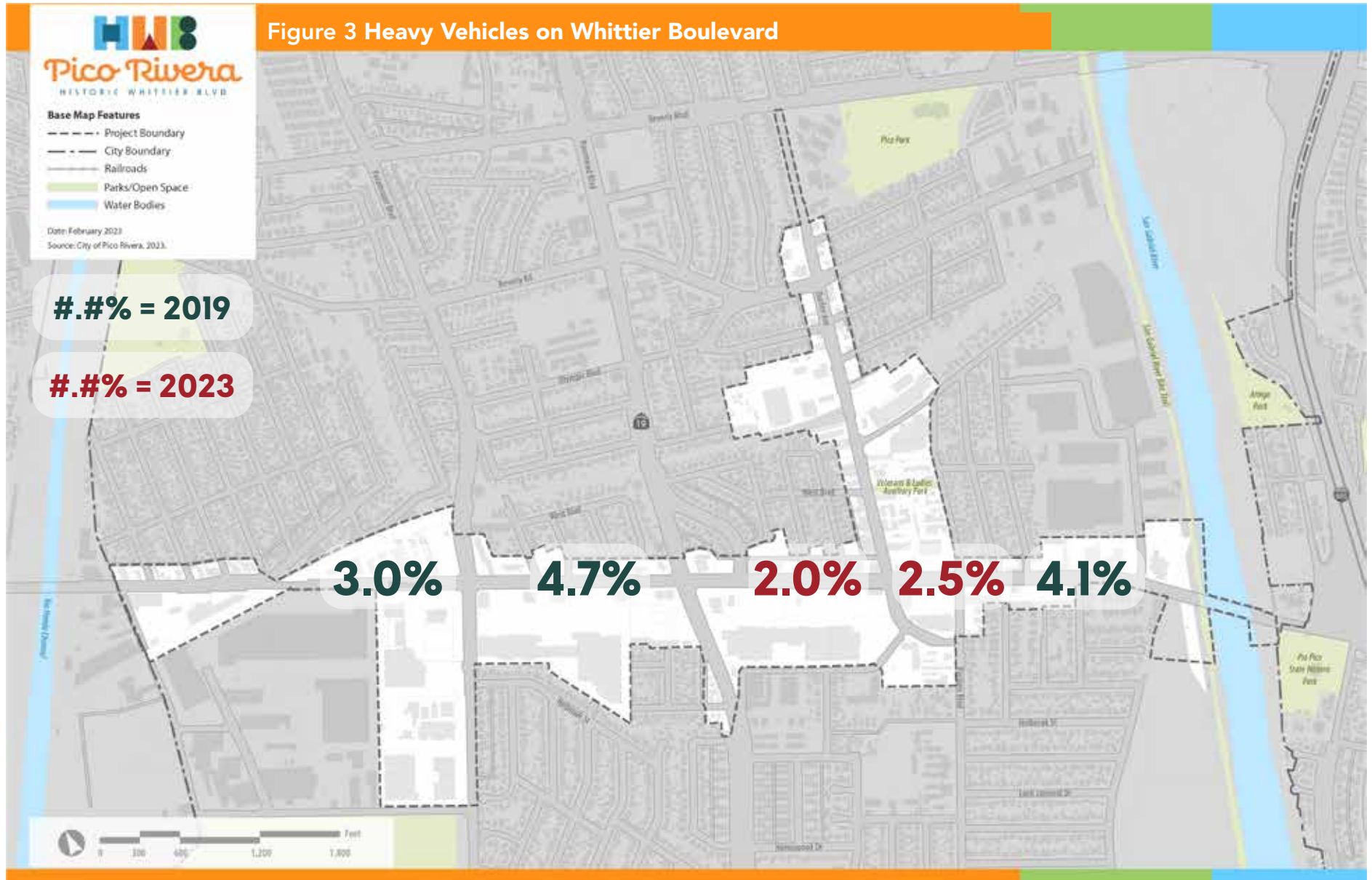
Impacts from Truck Traffic

-  Deteriorates street condition
-  Safety issues
-  Noise pollution
-  Air pollution (Ghg Emissions, PM 2.5)
-  Traffic congestion



Example of 18-wheeler truck taking a wide turn onto Whittier Boulevard from Durfee Avenue, as well as other vehicles queuing at traffic signal.

Figure 3 Heavy Vehicles on Whittier Boulevard



Percent of all trips completed by heavy vehicles, defined as: buses, 2-axle 6-tire single units, and all other vehicles with 3+ axles.

Transit Network

- » **Transit Network:** The Plan Area is primarily served by four major fixed-bus routes provided by Montebello Transit and LA Metro. **Bus service is generally infrequent with 1-hour headways during weekday peak periods on two of the routes, potentially hindering strong usage by residents.** The current presence of seating, shade and amenities at bus stops is a rationale for updated stops with added and standardized elements.
- » The City of Pico Rivera is not currently served by any rail stations for Metro, Metrolink or Amtrak. Currently, the closest Metrolink stations are in Commerce and Santa Fe Springs. There is a planned Metro E Line station planned at Washington/Rosemead and planning is underway for a new commuter rail station in the City of Pico Rivera to the south of the HWB Plan Area.

Transit Amenities

 **100%** 21 out of 21 total stops have seating

 **52%** 11 out of 21 total stops have shade

Amenities observed (but not standardized) include: trash cans, solar panels, system maps, nearby lighting, and ADA compliance.

Amenities not found include: wayfinding signage, countdown timers, and emergency call boxes,.

Service Frequency

during weekday peak periods

20 min LA Metro 266, Montebello 10

60 min LA Metro 265, Montebello 60

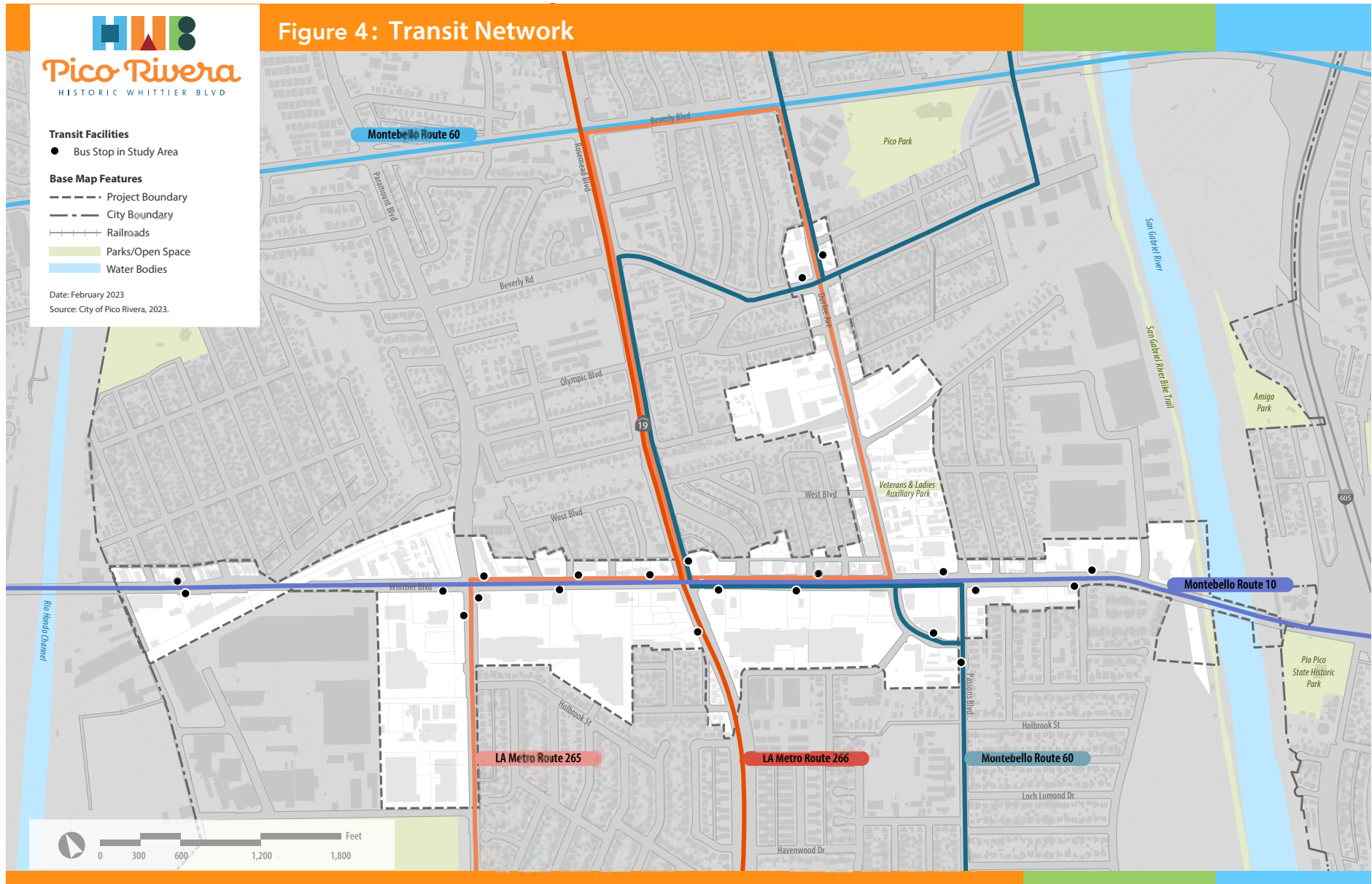


Typical transit shelter on Whittier Blvd. with seating, shade, and trash receptacle, but takes up much of the sidewalk.



Bus stop without any seating, shade or amenities along Whittier Blvd.

Transit Network



Bus service is concentrated along Whittier Boulevard with frequent stops while stops are limited on other corridors. Infrequent service is noteworthy.

Bicycle Network

» The Plan Area has three existing bicycle facilities. These include two Class-I Bike Paths and one Class-II Bike Lane. There are no Class-III Bike Routes or Class-IV Protected Bikeways. [The City's Urban Green Plan proposes five additional bike facilities in the Plan Area.](#) In addition to the need for more facilities, particularly east-west routes through the plan area, there is also need to improve access and connections and expand regional Class-I bike paths. Enhancing access points with prominent, well-designed trail heads with user amenities is a critical element to promoting usage of Class-I system.

Bicyclist Counts

collected from 2-6 PM at Jackson St & Durfee Ave



Bicyclist riding on the sidewalk heading east along Whittier Boulevard.

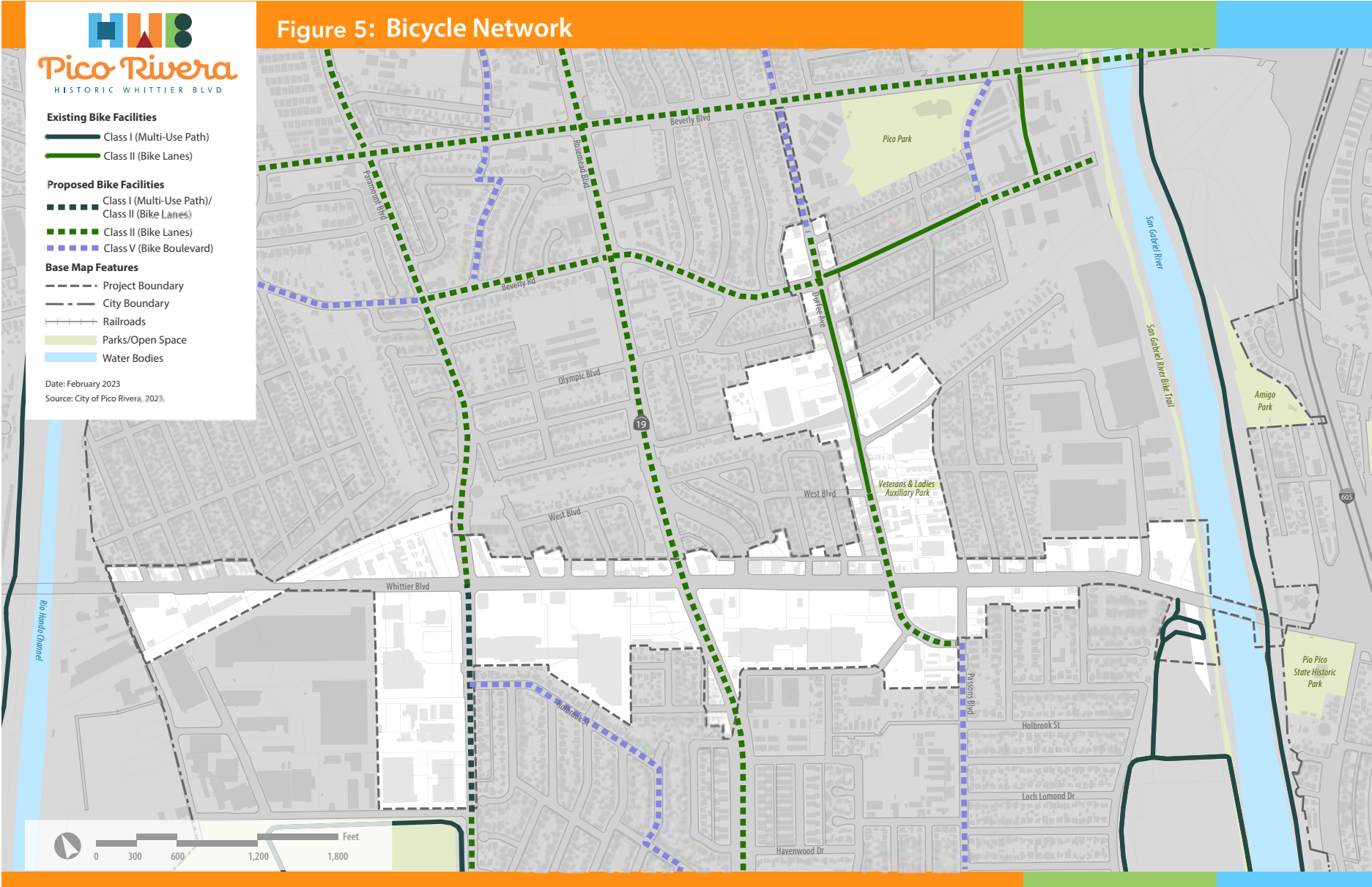


Bicyclist transitioning from on-street to sidewalk at curb ramp heading west along Whittier Boulevard.



Current river trail access points are lackluster and need enhancements.

Bike Network



A majority of the on-street bicycle network is planned rather than existing. Most bicycle facilities are planned for the major commercial corridors.

Pedestrian Network

» **Pedestrian Network:** Most intersections in the Plan Area are signalized and provide marked crosswalks for pedestrians. Curb ramps are consistently provided within the Plan Area at intersections to facilitate access for individuals that are walking or rolling with mobility support devices (i.e., walker or wheelchair).

Pedestrian Counts

collected from 2-6 PM
at Jackson St & Durfee Ave



Pedestrian crossing side street heading west along Whittier Boulevard.



Pedestrians and bicyclist sharing a crossing across Whittier Boulevard.

Pedestrian Network



Pico Rivera
HISTORIC WHITTIER BLVD

Pedestrian Facilities

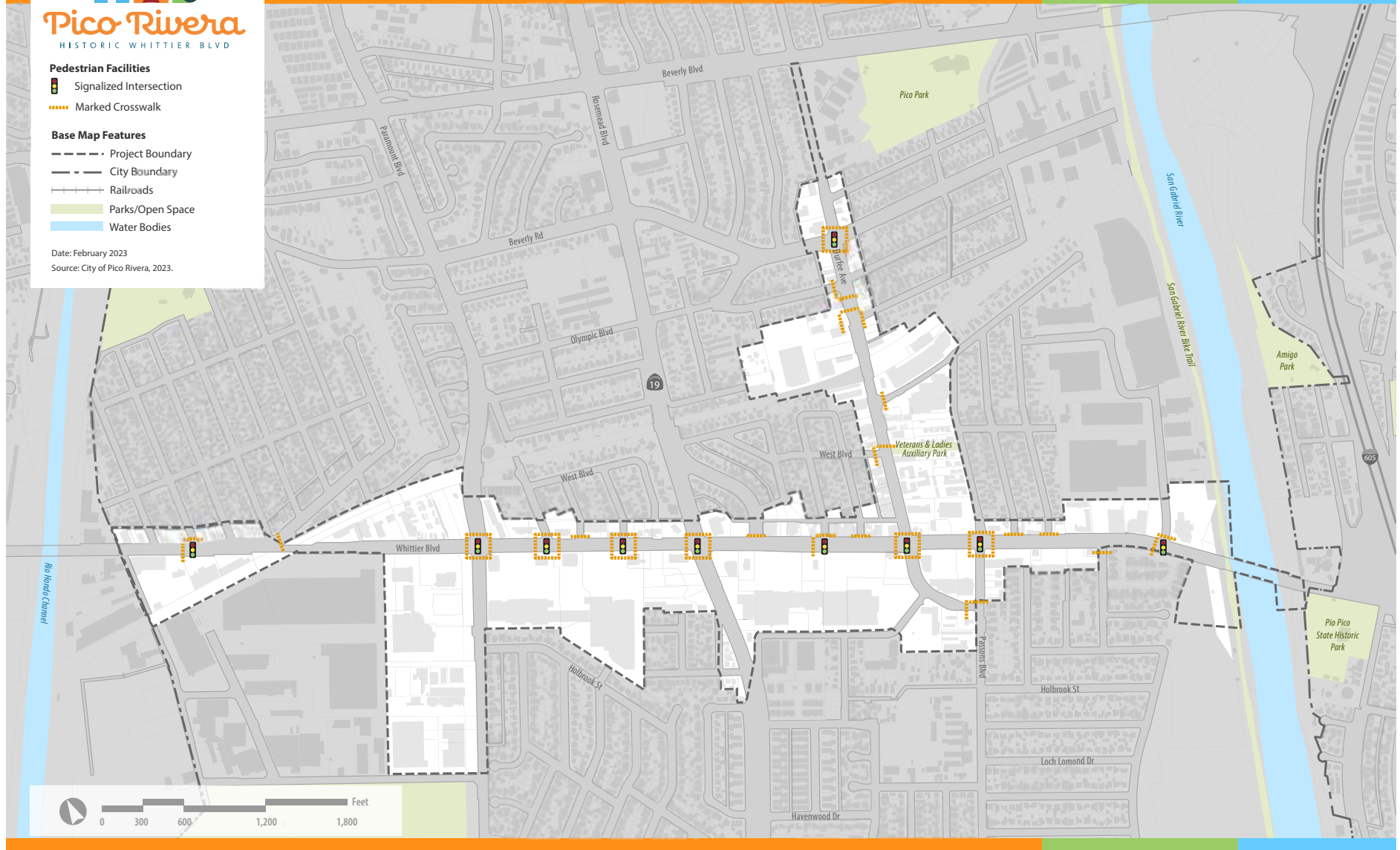
- Signalized Intersection
- Marked Crosswalk

Base Map Features

- Project Boundary
- City Boundary
- Railroads
- Parks/Open Space
- Water Bodies

Date: February 2023
Source: City of Pico Rivera, 2023.

Figure 6: Pedestrian Network



Signalized intersections with crosswalks for pedestrians are concentrated along Whittier Boulevard. In some places there are reasonable frequent crossings, while other areas have large gaps in crossing opportunities.

5

ECONOMICS & DEMOGRAPHICS



- » **Demographic Indicators:** There has been a slight decline in population locally and in the Trade Area since 2010. However, there has been an increase in households and decrease in household size, suggesting a strong continued demand for housing. Also noteworthy is an aging population and declining school age population in the City.
- » While the City's median income is higher than the Trade Area and more closely resembles the County median, the Specific Plan area is much lower than the City's. Coupled with an aging population this creates a portion of the community that will be on fixed and reduced incomes within the City, which means less purchasing power.
- » While, the Plan Area is not a major residential center in the City, it is adjacent to large residential areas. These residential areas are representative of the City that is approximately 90% hispanic, which contributes a strong cultural identity for the City.

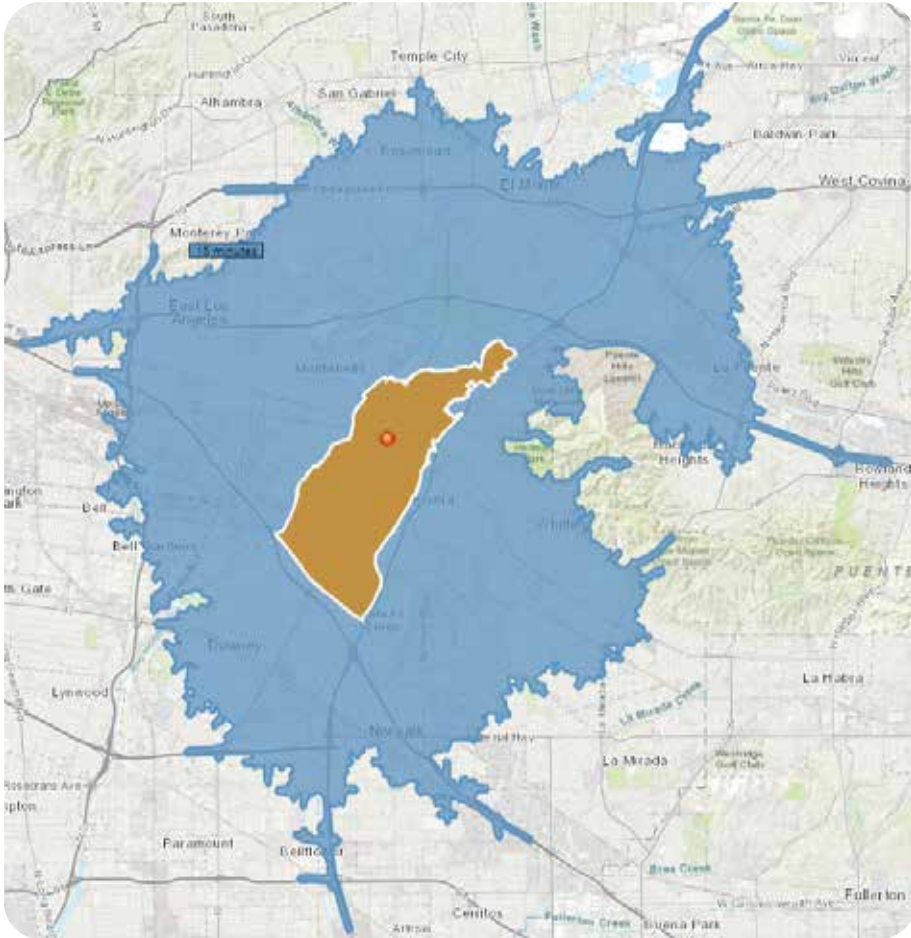


Representative residents of Pico Rivera attending HWB booth at Farmer's Market.

Demographic Trends		Specific Plan	Pico Rivera	Trade Area	LA County
Total Population	2022	1,246	60,915	833,320	9,992,643
	% Change from 2010	-7.0%	-3.2%	-2.0%	1.8%
Total Households	2022	403	16,973	240,749	3,425,790
	% Change from 2010	1.0%	1.4%	3.3%	5.7%
Household Size	2022	3.05	3.60	3.43	2.86
	% Change from 2010	-7.9%	-4.5%	-5.2%	-4%
Housing	Housing Units	--	17,217	248,038	3,642,047
	% Owner / % Renter	--	67% / 31%	50% / 47%	47% / 53%
	Median HH Income	\$58,018	\$78,042	\$71,689	\$81,426
2022 Demographics	Average Age	--	35.1	34.9	36.7
	% Population Under 5	--	4.3%	--	5.3%
	% Populaiton Over 65	--	14.4%	--	15.2%
	% Hispanic or Latino	--	89.9%	--	49.1%

Performance relative to City/Trade Area/Region: ■ Positive ■ Negative

HWB Specific Plan Trade Area



- » **Trade Area:** A Trade Area defines the most relevant and competitive supply and demand geography for a given market. The Trade Area used for the HWP Specific Plan was defined as a 15-minute drive-time distance from the Whittier Boulevard and Paramount Boulevard intersection.

- » **Commercial Market:** Three-quarters of the commercial inventory in the Plan Area is retail and represents more than a third of the City's overall retail inventory. Since 2010 the retail inventory has declined slightly in the City, but has increased in the Plan Area, indicating a strong market for retail. Although, the Plan Area has a small amount of office space, it has similar rents and lower vacancy rates than the Trade Area and County. Office uses may warrant further study for the Plan Area given worker patterns and strong office land use performance. There is a relatively small inventory of industrial uses in the Plan Area and has lower rents and higher vacancy rates than the City, Trade Area, and County, indicating a weak industrial market. While Pico Rivera has a strong industrial market relative to the Trade Area and the County, other areas of the City are better positioned than the Plan Area for growth in this use.
- » **Residential Market:** The rental market in Pico Rivera is performing similarly to the Trade Area. Average rents in the County have been consistently higher than Pico Rivera for the past decade. The Plan Area also has low rents, but only includes about less than five percent of the City's total rental units. Similar to the rental market, home values in the County have been consistently higher than the City. These trends suggest that the City is a relatively "affordable" location for housing within the region.

Commercial and Residential Market Trends



Retail

	Plan Area	Pico Rivera	Trade Area	LA County
Gross Rent*	\$29.06	\$24.78	\$24.40	\$35.25
Vacancy	3.8%	5.4%	5.2%	5.1%
Share of City	37.3%	--	--	--



Office

Gross Rent*	\$28.85	\$33.95	\$28.66	\$29.02
Vacancy	0%	2.5%	5.3%	11.7%
Share of City	18.9%	--	--	--



Industrial

Gross Rent*	\$14.31	\$23.44	\$20.31	\$20.08
Vacancy	16.9%	1.0%	2.1%	2.8%
Share of City	0.15%	--	--	--



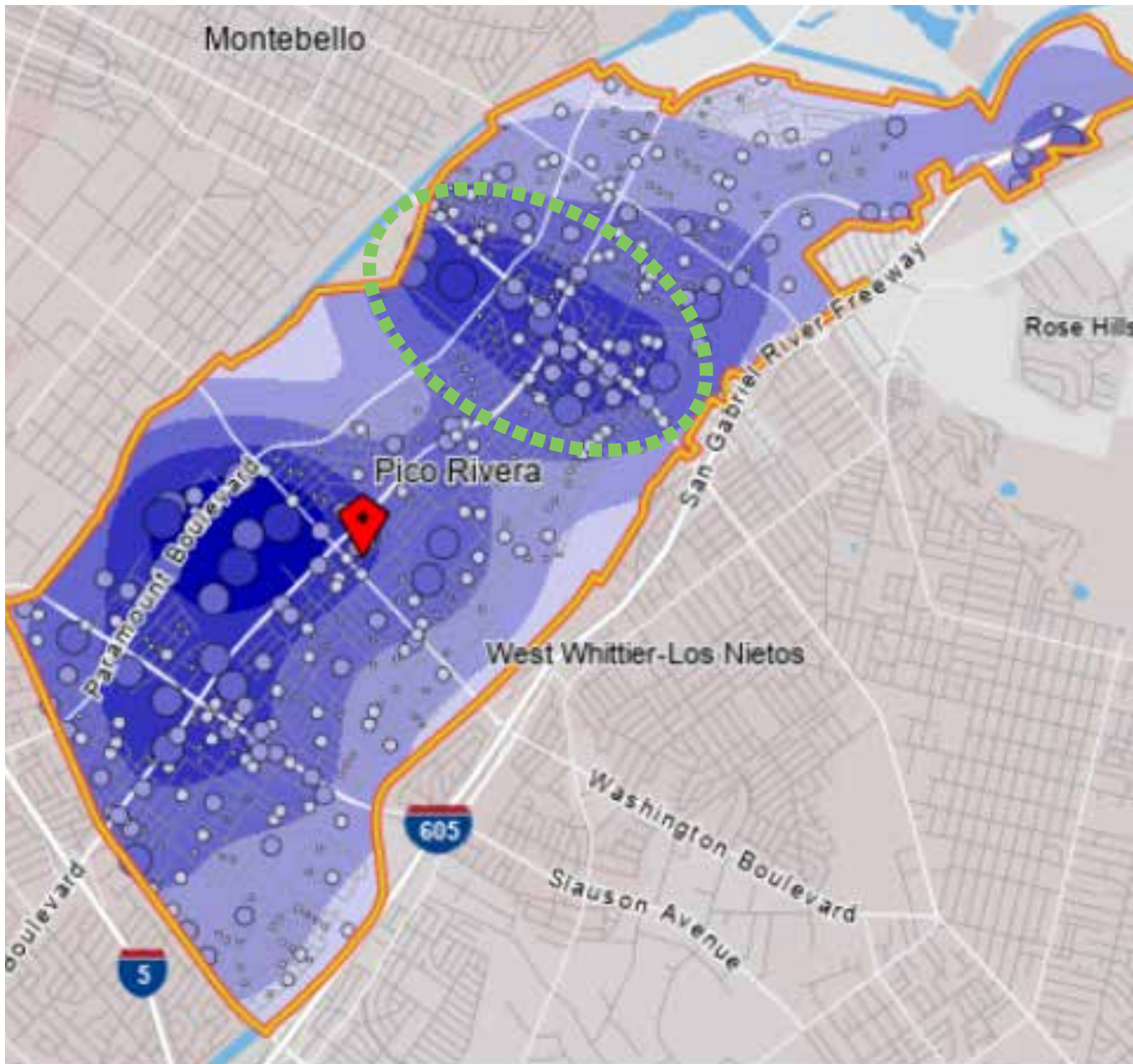
Residential

Rents	\$1,334	\$1,671	\$1,664	\$2,099
Median Home Value	--	\$656k	--	\$809k

Performance relative to City/Trade Area/Region: ■ Positive ■ Negative

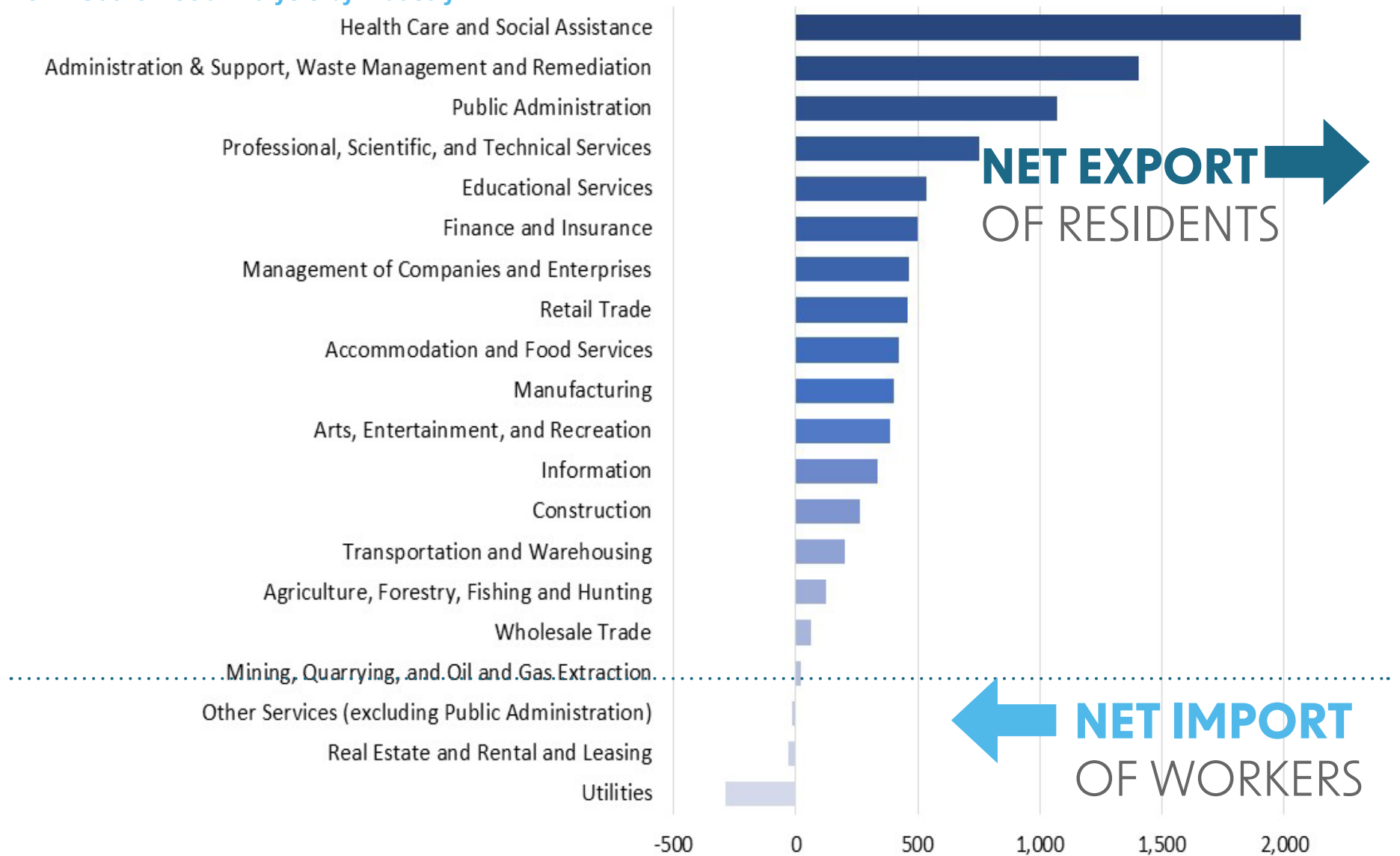
* Note: Cost per Square Foot

Employment Patterns



- » **Job Density:** Pico Rivera has 16,294 jobs and the Plan Area contains about 10 percent of that total. It is the second densest employment cluster in the City.
- » Results indicate industries in which residents work that are underrepresented in City's economy
- » Notable underrepresented industries include healthcare, administration, and professional services
- » Residents of Pico Rivera generally earn higher wages than what local jobs pay
- » Aligns with industry "mismatch", in which most underrepresented industries are those that tend to be higher paying (e.g. healthcare, professional services)
- » Suggests opportunity areas for attracting new employers to City, including through provision of appropriate office space.

Inflow / Outflow Job Analysis by Industry

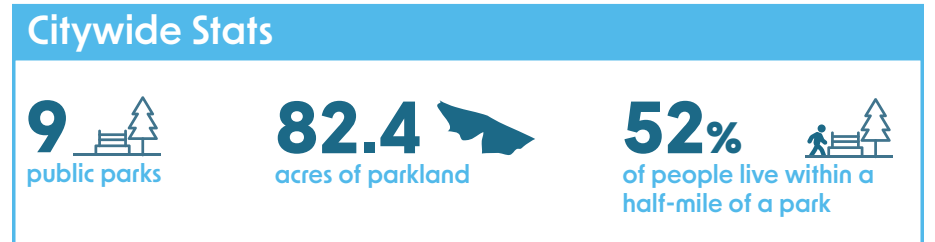
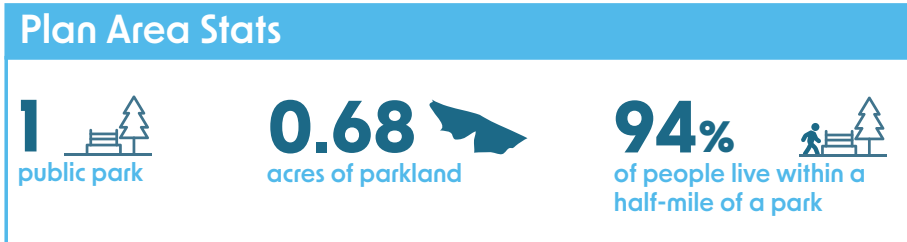
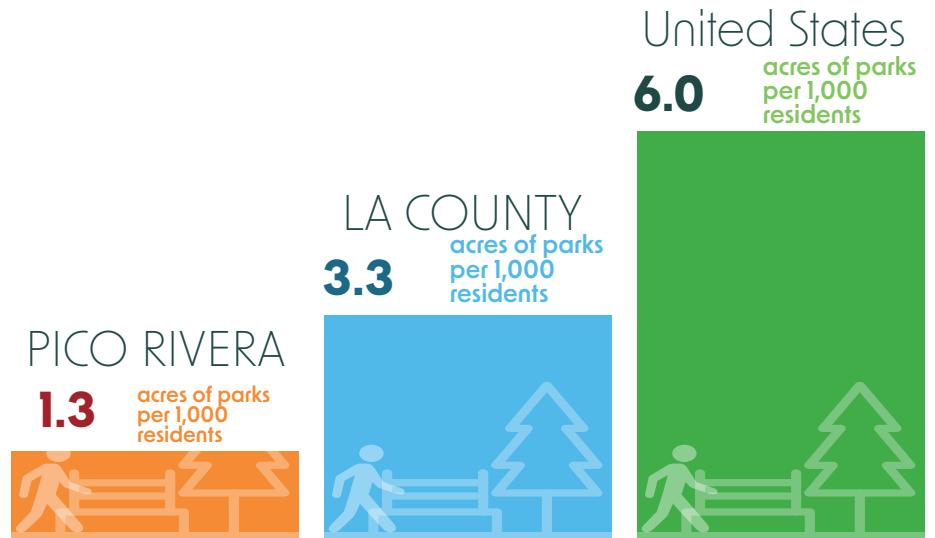


» **Employment Inflow/Outflow:** There is a large outflow of residents in the healthcare, administration, and professional services. The City also has a lower jobs to employed residents ratio than both the trade area and County indicating that there is an opportunity to capture some of the worker outflow with new job opportunities that match resident skill sets.

6

OPEN SPACE & RECREATION

The primary characteristic for both the City of Pico Rivera and the HWB Specific Plan Area is that there is a lack of available park spaces. For the parks that currently exist, they are generally well maintained, include a variety of features (athletic fields, passive open space area, picnic facilities, etc.), and are well-utilized by the community.



- » **Whittier Narrows Dam Project:** The Whittier Narrows Dam, which is owned and maintained by the U. S. Army Corps of Engineers, is slated for significant rehabilitation efforts to maintain the safety and structural integrity of the dam. While the project, known as the Whittier Narrows Dam Safety Modification Project (WND Project), is a critical public safety project in the region, it will also create profound impacts on the City of Pico Rivera, namely by eliminating 57 percent of parks and recreational spaces in the City. This impact could strain demand on the remaining parks in the City, which may not have the capacity to meet residents' recreational and open space needs. A system of neighborhood parks, similar to the PAD Park project, could relieve some of this pressure.



The Whittier Narrows Dam between the San Gabriel River Trail and I-605.

Permanent Impact/Loss:	14 acres = Streamland Park
	30 acres = Golf Course
	60 acres = Bicentennial Park Av. Vicente Fernandez (access road)



Parks-to-People ratio drops from 1.3-acres to **0.9** acres of parks per **1,000** people

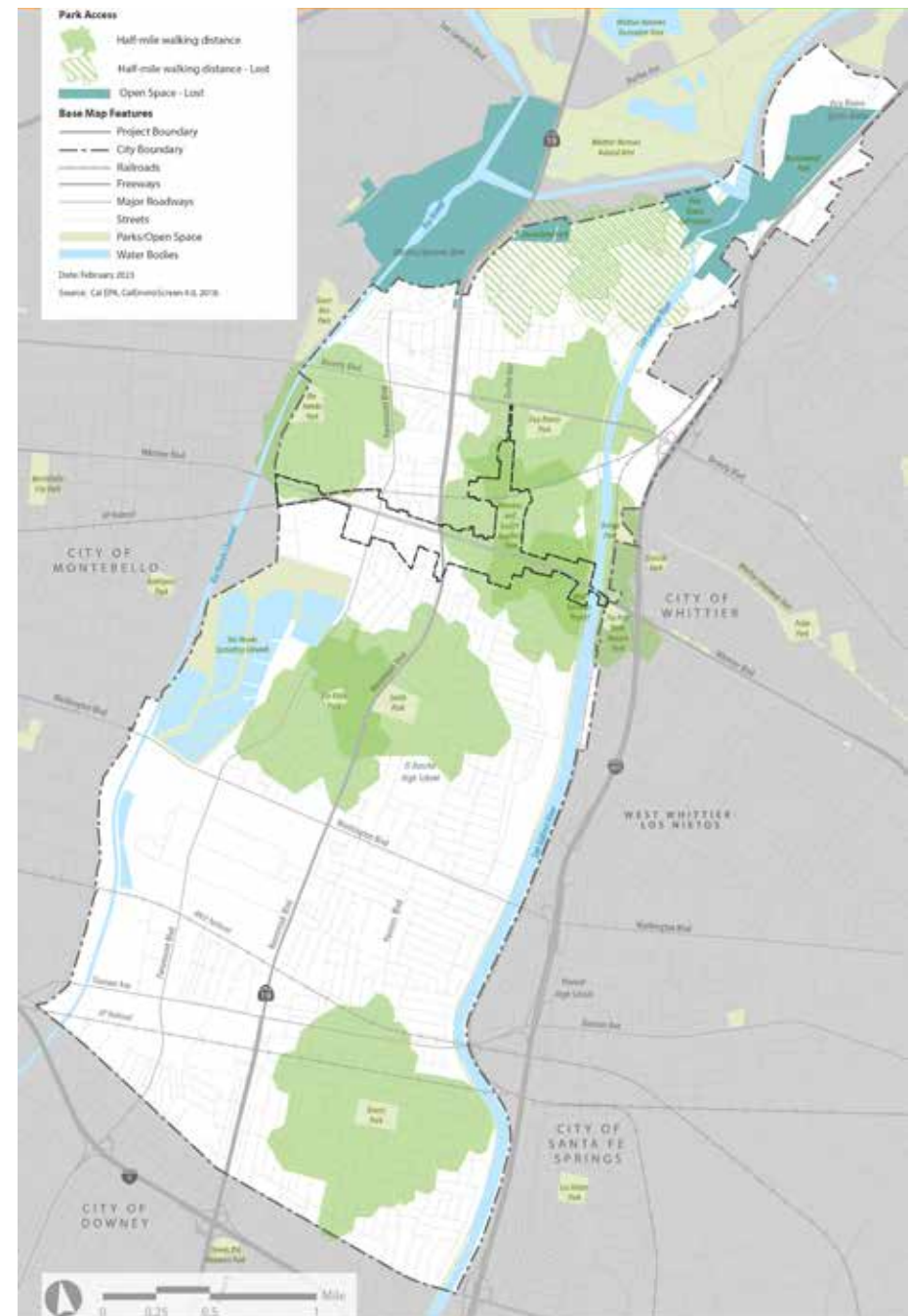


Streamland Park, one of the park spaces that will be lost with the WND Project.

» **Availability:** The City owns and operates nine public parks that total 82.4 acres of parkland. The City's local park system includes recreation facilities such as athletic fields, gymnasiums, community centers, aquatic facilities, and a golf course. The City is also bound by three regional open space areas: the Rio Hondo to the west, San Gabriel River to the east, and the Whittier Narrows Recreation Area to the north. One park, Veterans & Ladies Auxiliary Park is located wholly within the Plan Area.

» **Access:** Generally, the City lacks sufficient access to parks and open space. Only 52 percent of residents citywide live within a half-mile (or 10-minute walk) from a park. Parkland within the City is largely concentrated north of Whittier Boulevard, where more than half of the City's park are located. Ninety-four percent of residents in the Plan Area live within a 10-minute walk of a park. Four city parks have half-mile walksheds covering the Plan Area. While the Plan Area has strong access to local parks, connectivity to regional trails and open space is weak. Trail connections could be strengthened with new bicycle facilities, such as those proposed in the City's Urban Greening Plan, as well as placemaking opportunities at trail entrance with elements such as wayfinding and gateway features.

Park Walkshed





Pico Park, a large neighborhood park about a mile north of Whittier Boulevard.



Entrance to the Water Replenishment District (WRD) Turnouts Project, owned by LA County and includes some trails and park facilities such as a gazebo.



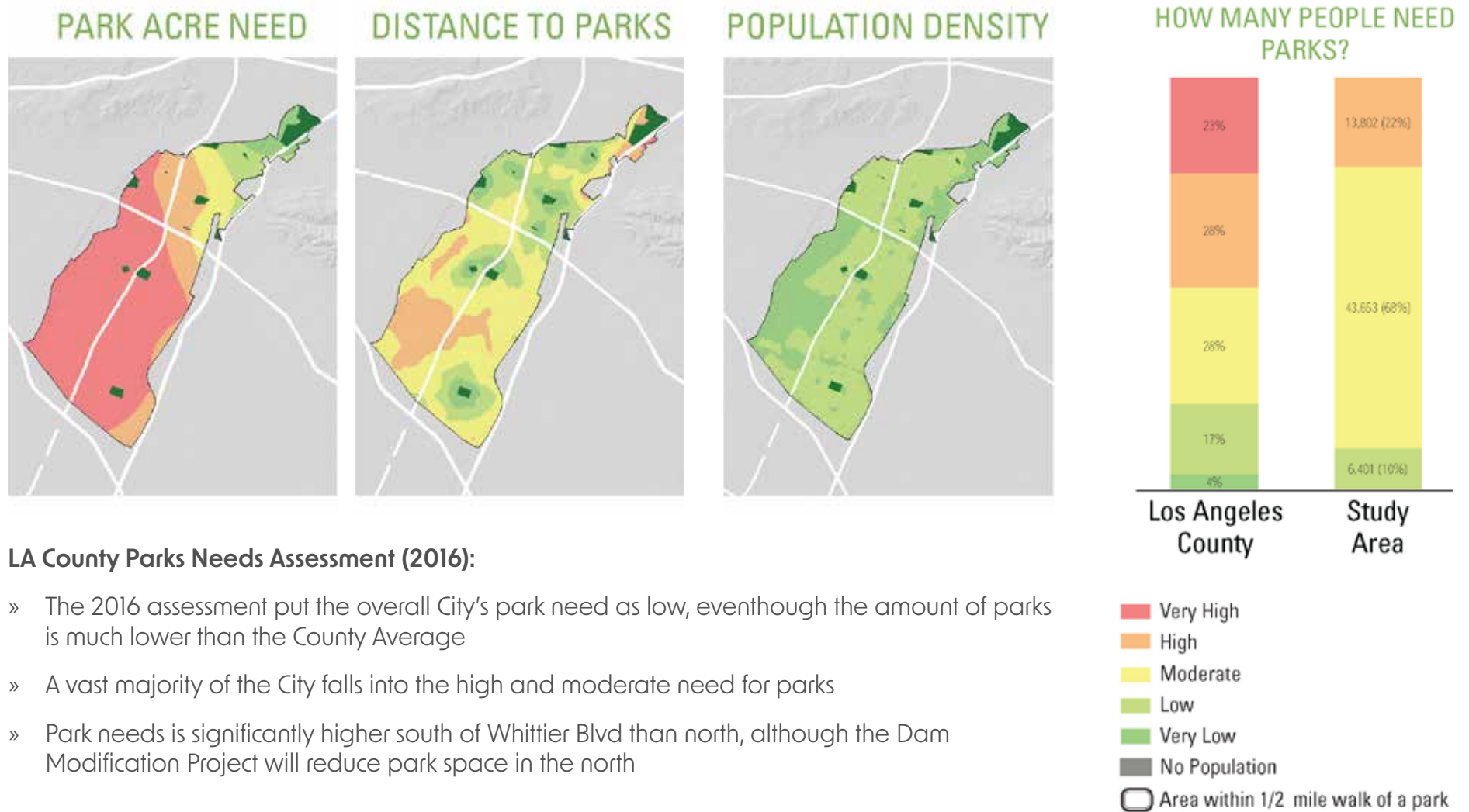
Pio Pico State Historic Park on the east side of the San Gabriel River; envisioned to be connected to the Turnouts Project site with a new bike and pedestrian bridge.



Entrance to the San Gabriel River Bicycle Trail that opens directly into Whittier Boulevard.

LA County Parks Needs Assessment (2016)

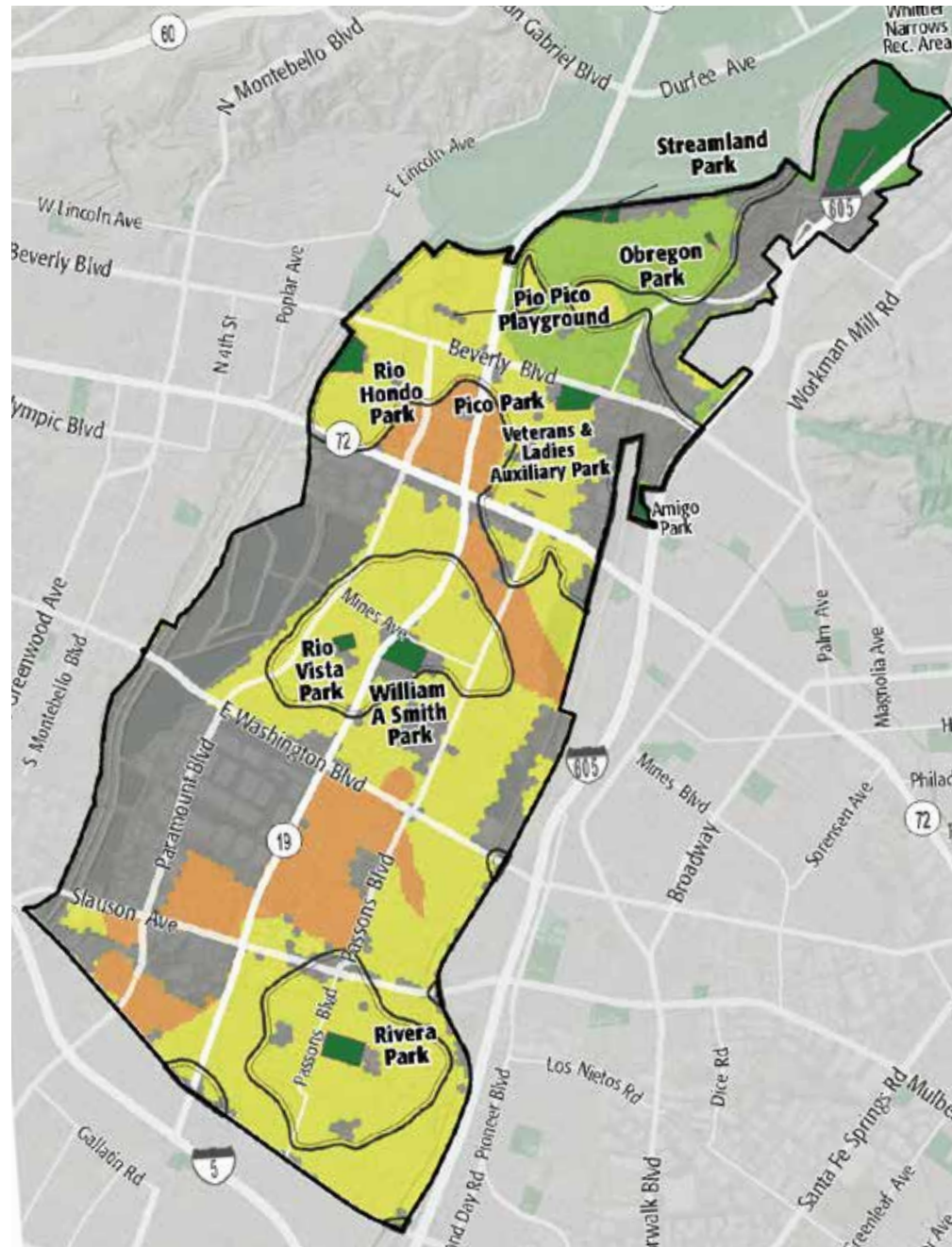
Where Should Parks be located?



LA County Parks Needs Assessment (2016):

- » The 2016 assessment put the overall City's park need as low, even though the amount of parks is much lower than the County Average
- » A vast majority of the City falls into the high and moderate need for parks
- » Park needs is significantly higher south of Whittier Blvd than north, although the Dam Modification Project will reduce park space in the north

Combined Park Need Location



Cost Estimates for Priority Projects

Priority Project	Cost Estimate*
Add Passive Use Activation at I Smith, Rio Vista & Rivera Parks	\$24.6m
Build New Park in the General Vicinity of Whittier Narrows	\$135.4m
Add Splash Pads at Smith Park	\$750k
Add Fitness Zones at Smith Park	\$70k
Build New Park in the General Vicinity of Passons Blvd	\$4.7m
Repair Pools/Aquatic Facilities at Smith Park	\$829k
Add Splash Pads at Pico Park	\$750k
Add Community/Recreation Center-Building Expansion at Senior Center	\$630k
Total (+ deferred maintenance)	\$169.2m

* Estimated in 2016

Just as important as identifying the individual open spaces that are within a community, is understanding how those park spaces interact as part of an open space system, as well as interact with other parts of the community (e.g., transportation). While the HWB Plan area is lacking many different park spaces, there are opportunities to establish a connected open space system with opportunities within the study area and connecting to existing park spaces throughout the City.



The table below presents a count of existing parks within the Specific Plan area, as well as a subjective review of the quality of those parks and other features.

	Park Types						
	Bike Network	Parkway Network	Pocket/Micro	Agriculture	Neighborhood	Town Center	Regional
Quantity	Poor	Poor	0	0	1	0	0*
Quality	Poor	Poor	N/A	N/A	Good	N/A	Below Average
Connections	Poor	Poor	N/A	N/A	Good	N/A	Poor
Local Examples	• Bike lanes along portions of Durfee				• Veterans and Ladies Auxiliary Park		• Recycled Water Turnouts Project
Notes	• Good existing trails along Rio Hondo and San Gabriel, but on-street network lacking	• Mixed parkways and street trees in surrounding residential areas	• N/A	• N/A	• Linear park in residential area with paths and small playground	• N/A	• Potential to better utilize rivershed areas for open space

Veterans & Ladies Auxiliary Park (Small Neighborhood)



Recycled Water Turnouts (Potential Regional Park)



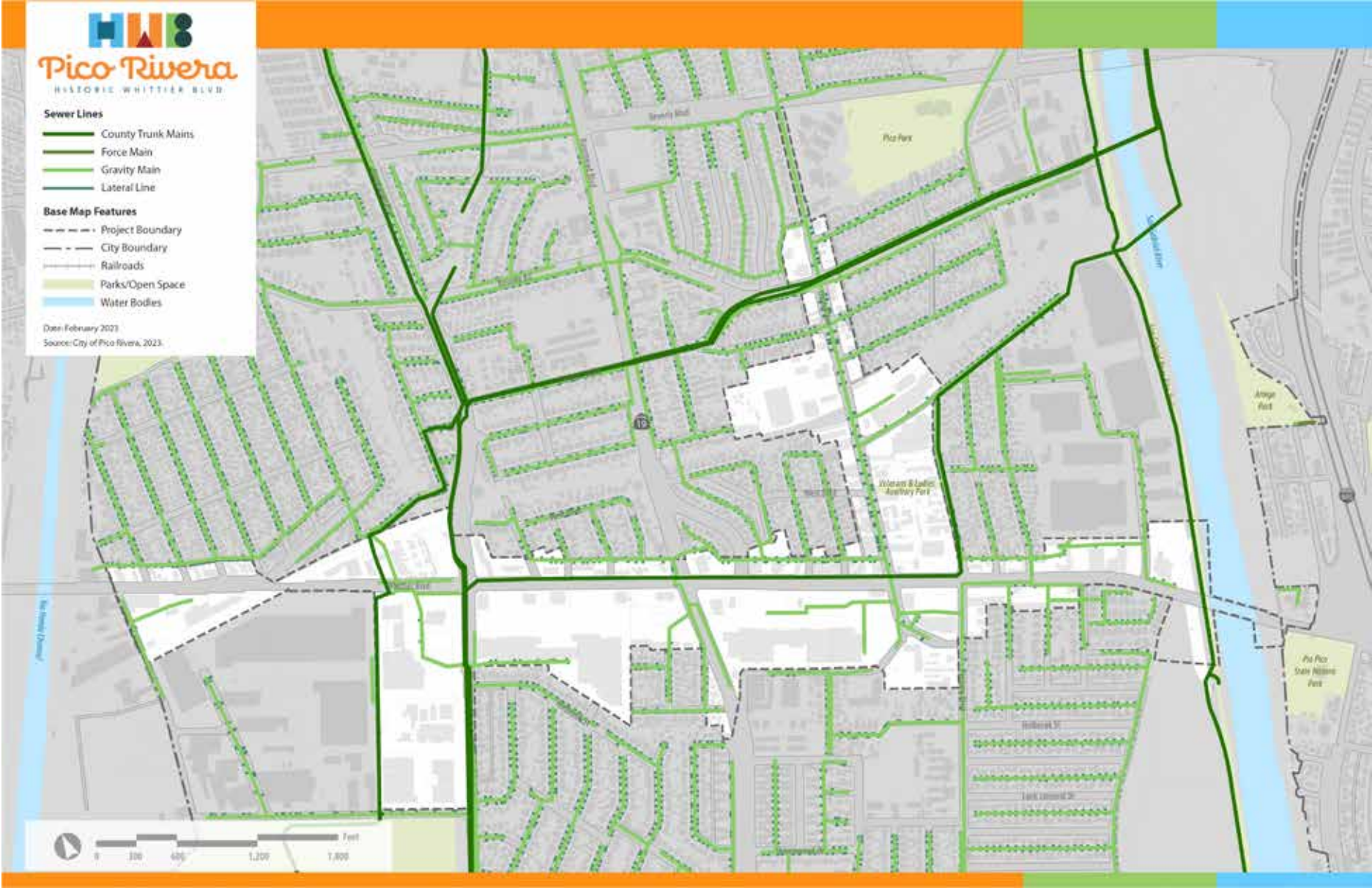
* Notes the Recycled Water Turnouts Project for the Water Replenishment District of Southern California at the San Gabriel River south of Whittier Boulevard, which consists of some existing park amenities and trails.

7

INFRASTRUCTURE

- » **Wastewater:** The City's Sewer Division is responsible for the collection of wastewater within the City limits and delivery to the trunk sewer mains of Los Angeles County Sanitation District (LACSD). After sewage is collected locally and delivered to the regional trunk lines, wastewater flows south to the Los Coyotes Water Reclamation Plant of LACSD located in the City of Cerritos. LACSD is responsible for all regional trunk sewer lines and sewage treatment, while the City is responsible for the operation and maintenance of sewer mains and lift stations within the City limits and all capital improvements. The City of Pico Rivera also receives tertiary treated recycled water from LACSD's San Jose Creek Water Reclamation Plant and Los Coyotes Water Reclamation Plant through the purveyors Central Basin Municipal Water District and Pico Water District.

Sewer



Most public streets are served by existing sewer infrastructure. There are spatial gaps in the sewer system in the larger developed properties (e.g., shopping centers on south side of Whittier Boulevard), which would need to be considered for redevelopment potential.

- » **Water Supply:** Pico Rivera is served by two water purveyors: the City of Pico Rivera Water Authority (PRWA) and the Pico Water District (PWD). Each purveyor maintains its own distribution system and operates several water supply wells to extract local groundwater from the Central Basin aquifer. The city's total size is 8.9 square miles, of which approximately 32 percent (2.87 square miles) is served by PWD, and the remaining 68 percent (6.03 square miles) is served by PRWA. The City of Pico Rivera is one of 24 jurisdictions served by the Central Basin Municipal Water District. **Historically, the City's primary source of potable water supply has been groundwater extracted from the Central Basin aquifer.** Groundwater supplies have generally been enough to meet water demand through naturally occurring recharge and enhanced with recharging efforts. Climate change will create unknown impacts to regional trends such as reduced rainfall and increased drought conditions, which creates uncertainty for future water availability.

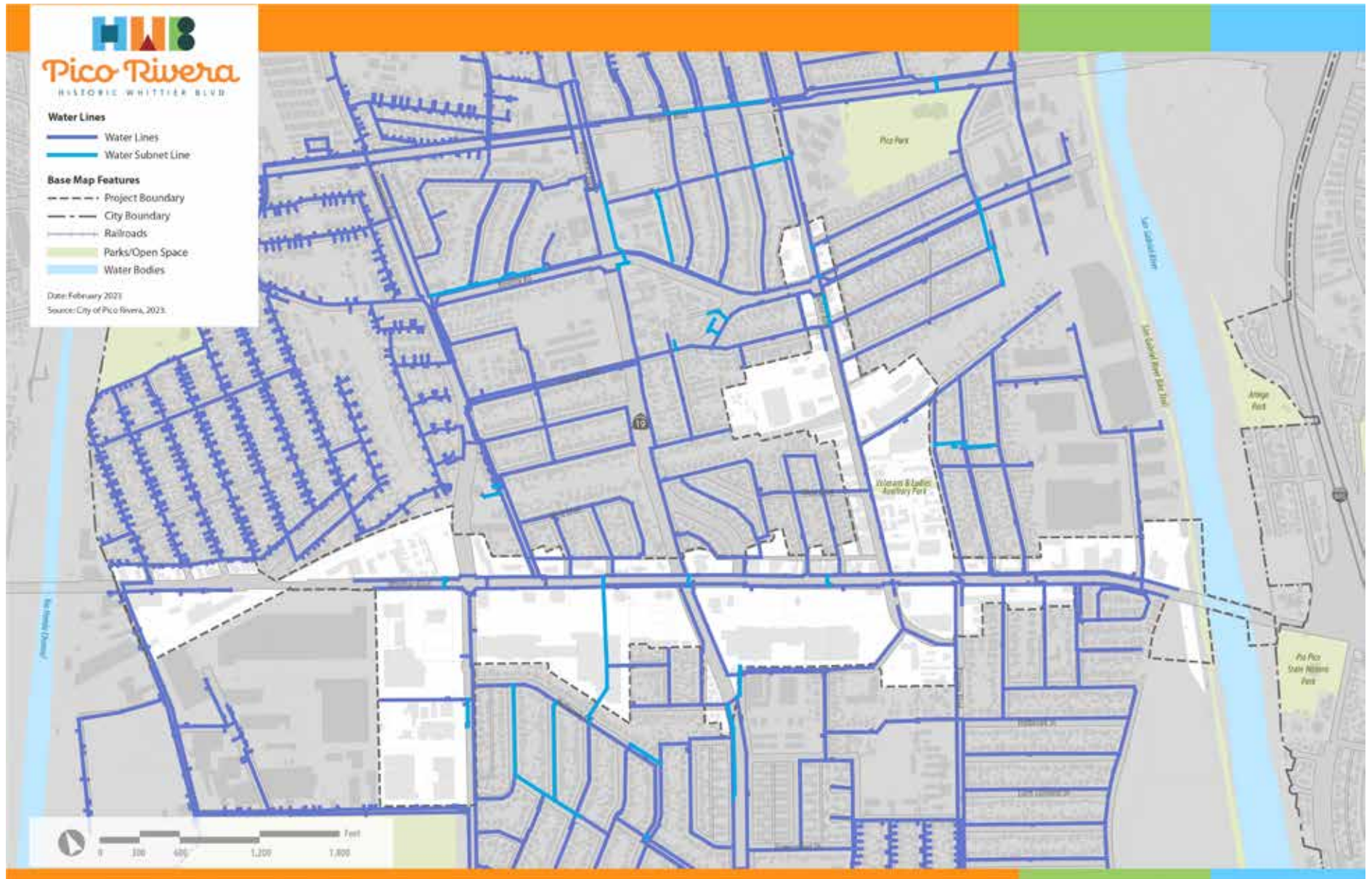


San Gabriel River spreading grounds north of Whittier Boulevard provide an opportunity for capturing water.



Access to water lines serving shopping centers on the south side of Whittier Boulevard along the sidewalk and parkway areas.

Water



Most public streets are served by existing water infrastructure. There are spatial gaps in the water system in the larger developed properties (e.g., shopping centers on south side of Whittier Boulevard), which would need to be considered for redevelopment potential.

- » **Stormwater:** The Los Angeles County Flood Control District provides the majority of drainage infrastructure within incorporated and unincorporated areas. Storm water drainage from individual properties is facilitated by lateral lines that connect to the storm drain system. Storm drains are the primary flood control facilities in the City, which serve to convey local water runoff. Regional flood control structures include the Whittier Narrows Dam and the Rio Hondo and San Gabriel spreading grounds, located adjacent to the Rio Hondo and San Gabriel rivers. The Whittier Narrows Dam captures local stormwater flows for groundwater replenishment.

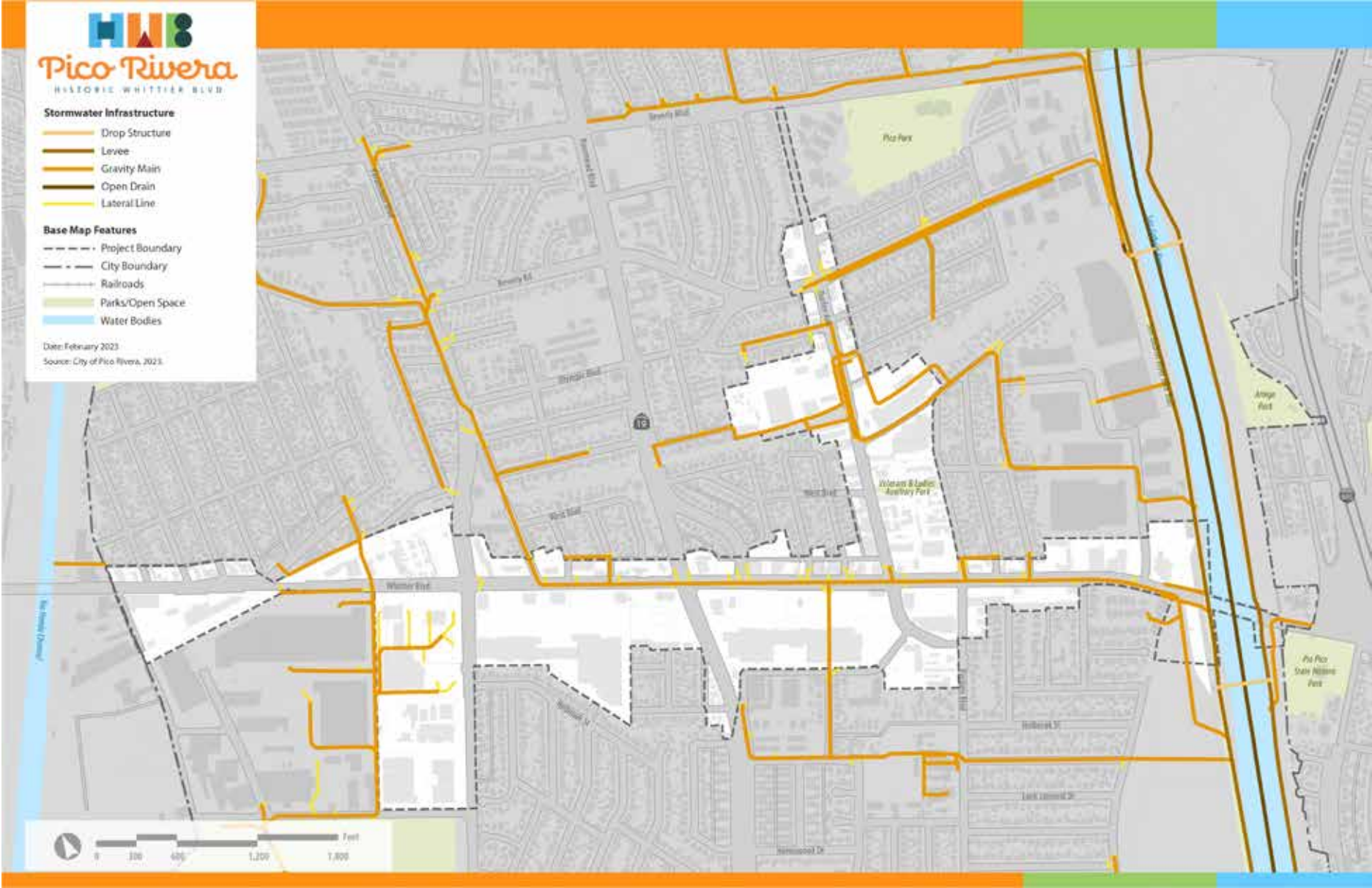


Stormwater runoff directed to sewer system instead of adjacent planting area.



Drainage channel from parking lot through landscape area directed under sidewalk to Whittier Boulevard.

Stormwater



The existing stormwater system is lacking consistent pattern throughout the study area. There may be opportunities to introduce green infrastructure and other best management practices (BMPs) individually, and as part of an integrated system to capture and mitigate stormwater.

- » **Dry Utilities:** The City of Pico Rivera is working with SiFi Networks to build a state-of-the-art community-wide fiber optic network known as Pico Rivera FiberCity. It will bring residents more internet service provider options and enhanced high-speed fiber internet connections to homes and businesses.
- » Southern California Edison (SCE) is responsible for the provision of electrical facilities and services within the City. SCE owns the transmission lines that run the length of the San Gabriel River. The City of Los Angeles Department of Water and Power operates a 500-kilovolt (kV) transmission line within Pico Rivera. The overhead power lines generally run on the eastern edge of the Rio Hondo spreading grounds and along the northern boundary of the city. The right-of-way underneath the transmission line is currently used for a variety of temporary uses, such as nurseries, parking, and open space.



Major high-voltage transmission lines head north-south along the west side of Paramount Blvd through the City and Specific Plan Area.



Overhead electric lines along Speedway Alley are a candidate for undergrounding as part of current planning to turn the alleys into paseos.



Updated rail bridge over Durfee Ave with option for adding third track.

- » **Rail:** Construction to update the Durfee Avenue rail bridge was completed in 2022. This update provides the potential for three rail tracks. Other rail bridges in the study area only provide enough room for two rail tracks. Potential for future rail bridge updates should be kept in consideration for both overall route planning as well as specific urban design elements at bridge locations.
- » As part of urban design, the Durfee Avenue bridge incorporates a number of noteworthy features such as landscape planting, sidewalk raised above traffic levels to provide a less steep grade, and placemaking elements like illuminated signage for Pico Rivera.



Existing rail bridge over Whittier Blvd with no room for third track and bridge supports encroaching upon sidewalk area under bridge.

8

CASE STUDIES



Place	Applicability to Whittier Boulevard
Orange; Old Towne and Uptown	Scale of public space, alleys and paseos, public parking structure, surface parking redevelopment potential, historic character
Glendale, Americana	Catalyst redevelopment for entire downtown, private development to public investment link
Alhambra; Alhambra Place	Phased redevelopment of large surface parking into mixed-use in similar community
Los Angeles; Eagle Rock Boulevard	Redesign of vehicle-oriented arterial to reduce travel lanes and add bicycle, public transit, pedestrian and landscape space
Long Beach; Atlantic Avenue	Neighborhood main street that has been redeveloped of a similar district length, close proximity to residential uses, mix of 1-2 story commercial and big box stores, and integrates active transportation and placemaking elements

Orange; Old Towne Orange and Uptown Orange

Old Towne Orange

- Historic downtown for the City of Orange
- Adjacent to Chapman University, which provides an anchor of activity for the Downtown

Uptown Orange (ALMI Redevelopment)

- Previously a 5.6-acre site consisting of a hotel parking lot
- 334 units, 4 stories in a partial wrap format
- Parking structure (610 spaces) serves residents and hotel
- Breathes life into adjacent "The Outlets at Orange" mall



HOW IT RELATES TO WHITTIER BOULEVARD

- Uptown and Downtown Orange approximately two miles from each other (similar length of the Whittier Boulevard Corridor)
- Old Towne Orange provides examples of public open spaces (e.g., central fountain, small cafe areas)

LESSONS (TO BE) LEARNED

- How to balance requirements of modern development (e.g., parking expectations, development costs) with developing walkable district
- Potential for different districts within the Specific Plan Area



Glendale; Americana



- » Retail and residential complex in the City of Glendale
- » Includes more than 80 retail shops, a theater, and 342 residential units
- » Replaced several low-density commercial buildings and surface parking lots

HOW IT RELATES TO WHITTIER BOULEVARD

- Americana site is comparable to multiple shopping center sites on south side of Whittier Boulevard

LESSONS (TO BE) LEARNED

- How one catalyst project can change the trajectory (i.e., regional desirability, housing development, public investment, etc.) of an entire city
- How a large project can be completed in one phase



Alhambra; Alhambra Place



- » Retail and residential center in the City of Alhambra
- » Includes major retail chains and local eateries and 260 adjacent residential units
- » Replaced a declining shopping center and surface parking lots

HOW IT RELATES TO WHITTIER BOULEVARD

- Redevelopment of large surface parking lots while preserving existing commercial/retail uses
- Phasing development over time
- Development guided by Specific Plan

LESSONS (TO BE) LEARNED

- How to integrate new development with existing scale
- How to phase redevelopment of surface parking lots over time



Los Angeles, Eagle Rock; Eagle Rock Boulevard

- Redevelopment branded as Rock the Boulevard (RTB)
- Overall goals to improve and revitalize Eagle Rock Boulevard to make this major corridor safe, sustainable, and vibrant.
- Initiative sponsored by The Eagle Rock Association, in partnership with Council District 14 and the City of Los Angeles, to bring about community-driven design and economic improvements to Eagle Rock Boulevard.
- Multi-year design and engagement process to determine the redesign of Eagle Rock Boulevard



HOW IT RELATES TO WHITTIER BOULEVARD

- Redesign of existing Eagle Rock Boulevard (4-6 lanes with median and on-street parking) into multi-modal corridor with BRT and protected bicycle facilities
- Mix of street-fronting retail and larger shopping center redevelopment opportunities

LESSONS (TO BE) LEARNED

- Integrating land use and transportation objectives/policies
- Building upon prior community engagement in successive planning stages/projects
- Feasibility for significant street redesign
- Mix of redevelopment typologies



Long Beach, Bixby Knolls; Atlantic Boulevard

- Atlantic Boulevard through North Long Beach and Bixby Knolls is a neighborhood commercial center that also attracts visitors throughout the City and surrounding communities
- There is a variety of commercial, retail, and food and beverage establishments that support street activity throughout the day and week (exemplified by images below):
 - A new coffee shop built from shipping containers (mornings)
 - A new outdoor dining area in a formerly underutilized alley (lunch and weekends)
 - Multiple blocks of bars and restaurants (weekend and evenings)



HOW IT RELATES TO WHITTIER BOULEVARD

- Similar corridor length (1.8 miles from I-405 to rail tracks; Whittier Blvd. in Pico Rivera is 1.8 miles)
- Some large commercial redevelopment opportunities mixed with traditional walkable main street (1-2 story buildings)

LESSONS (TO BE) LEARNED

- Preserving buildings that contribute to walkable character while supporting new infill development
- Stay nimble - small, quick adjustments to respond to events
- Relationship between commercial corridor and residential



9

KEY TAKE-A-WAYS



The following are key take-a-ways from the technical analysis organized by discipline:

Sustainability, Health and Equity

- » Almost all Census tracts in the Plan Area are considered Disadvantaged Communities
- » The most significant pollutants are attributable to transportation activity, industrial uses, and lead exposure due to older housing stock
- » There is a high incidence of cardiovascular disease and low educational attainment
- » Census tract 5004.02 is significantly impacted by pollutants and the population in this area is particularly vulnerable to those pollutants.

Character and Land Use

- » The suburban development pattern of Whittier Boulevard creates weak public realm and placemaking
- » Large surface parking lots create gaps in consistent urban fabric
- » South side of Whittier Boulevard mostly built in the 1980s and 1990s, while the north side contains buildings built in the 1960s or earlier.
- » The Plan Area has scenic views of mountain and rivers
- » Significant redevelopment potential for land area of surface parking lots
- » Considering historical significance, the corridor lacks a unified and consistent theme in urban form and design

Demographics and Economics

- » Slight decline in population but slight increase in households suggests continued strong housing demand
- » City population is aging with a lower percentage of school-age children
- » The Plan Area has a large outflow of employees in the healthcare, administration, and professional services industries
- » Office and retail space in the Plan Area are performing better than City, while industrial uses are under-performing
- » Rents and home values are lower in the City than elsewhere in the County, which could require protections to keep affordable, but also enable new housing development

Transportation

- » All bus stops have at least one amenity, but service frequency is low
- » Parking is generally underutilized (observed 40%-75% utilization) throughout the Plan Area except along Speedway Alley
- » Events at venues (e.g., Quinceañera) can create acute parking capacity issues that contributes to perception of parking issues
- » Over 60 percent of vehicle trips in the Plan Area are solely driving through rather than originating and destinating along Whittier Blvd
- » Pedestrian involved collisions account for a higher share of fatalities in the Plan Area than in other parts of the City

Open Space and Recreation

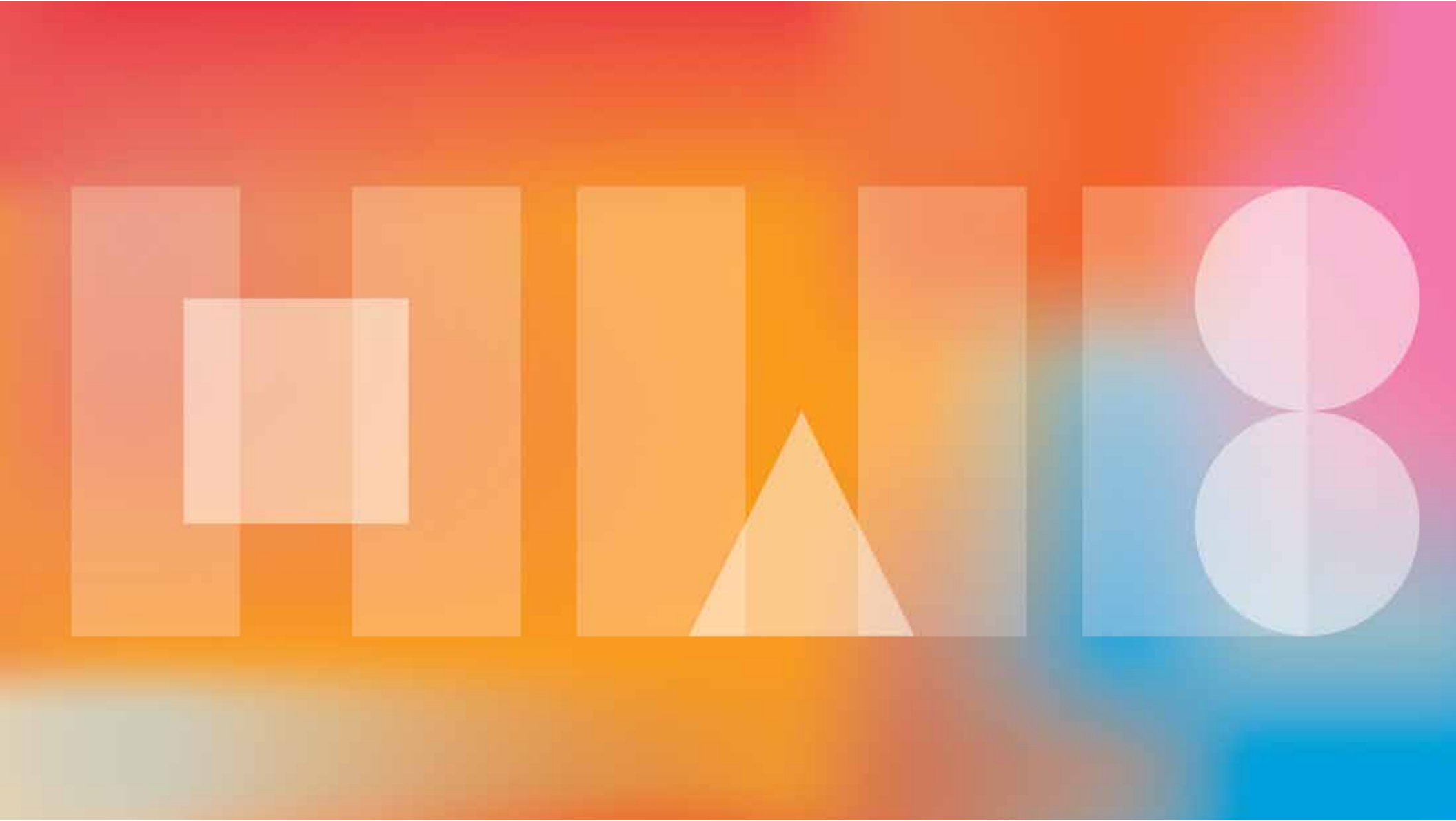
- » Pico Rivera is considered “park poor” with only 1.3 acres per 1,000 residents compared to 3.3 in LA County; Plan area is among the areas of the City with the lowest park access
- » Larger neighborhood parks (e.g., Smith Park and Pico Park) have a variety of programmed open spaces, but are located just outside the typical walking distance from the Specific Plan Area
- » There are no smaller types of parks within the study area (parklets, pocket parks, community gardens, etc.)
- » Connectivity to regional trails and open space (Rio Hondo and San Gabriel in particular) is weak.
- » The Rio Hondo and San Gabriel River Corridors provide opportunity for significant open space, but are currently underutilized.

Infrastructure

- » Groundwater supplies have generally been enough to meet water demand through naturally occurring recharge and enhanced with recharging efforts - Climate change creates a future unknown
- » Storm drains are the primary flood control facilities in the City
- » Transmission lines run along the San Gabriel and Rio Hondo rivers only temporary uses are allowed underneath these areas
- » Transmission lines along Whittier Boulevard pose a constraint to development

Community and Stakeholder Engagement (see Part 2)

- » A strong majority of the community support the HWB Specific Plan and Multimodal Plan process
- » Many people have heard of the HWB project before they were engaged (e.g., at the Farmer's Market) via the City Council Meetings, City Website, City Newsletter, social media, or word of mouth
- » A strong majority of people would like to see Whittier Blvd become a mixed-use town center that is walkable with nice restaurants similar to Uptown Whittier
- » A strong majority of people want more trees, natural areas, sustainability features, and high quality open space
- » A strong majority of people want improvements to the multimodal transportation network, but are concerned about vehicle traffic conditions at the same time



PART 2: **ENGAGEMENT SUMMARY**

1

INTRODUCTION & APPROACH



The HWB Specific Plan will be a community-led plan. The technical existing conditions supports a primary goal of the project: **to educate and empower the public to actively participate throughout the decision making process.**

The first phase of community engagement efforts occurred between October 2022 and May 2023 and culminated in the a multi-day community design charrette. Over 1,500 people, including elected officials, stakeholders, and community members, were engaged during the course of the first phase of engagement. A summary list of events is provided in Table 1.

These efforts were initiated by several briefings with elected officials between October 2022 and February 2023 to introduce them to the project and inform them about the upcoming community events. Several pop-events occurred between late-February 2023 and mid-May 2023 and were intended to

advertise the community survey, garner excitement amongst residents for the project and the multi-day community design charrette. A community survey was also made available between February and May 19, 2023.

The multi-day community design charrette was held between May 23 - 27, 2023. The charrettes were designed to be highly interactive and inform the broader community about the project. At the charrettes, participants were able to identify community concerns on existing conditions, learn about best practices in land use, transportation, urban design, and open space, and provide feedback on what the future and identify of the Specific Plan area could be. Valuable feedback was received and has been summarized in the following sections. Appendix A also includes detailed images of the feedback collected.



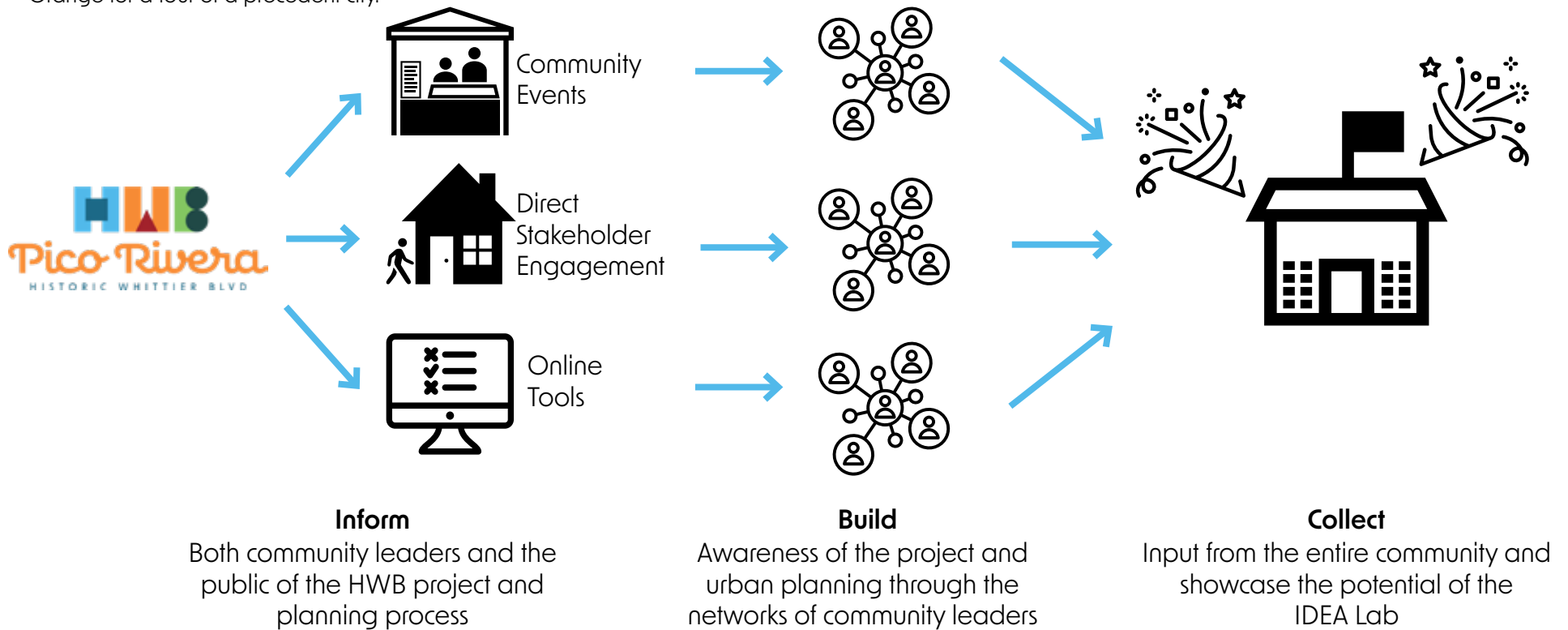
Project team, City Mayor, and community stakeholders taking Metrolink to Old Towne Orange for a tour of a precedent city.



Youth ambassadors discussing the future vision they would like to see in Pico Rivera.



Community members engaging with the project team during the IDEA Lab Open House.



IDEA Lab

In late 2022, the City of Pico Rivera purchased a vacant building at 9201 Whittier Boulevard in the heart of “uptown” Pico Rivera. The IDEA (Innovation + Design + Empowerment + Activation) Lab was born as a concept to introduce street-front activation while providing a welcoming, physical space that not only encourages but inspires members of the community to help transform and define the future of Pico Rivera.

The IDEA Lab will serve as headquarters of the HWB Specific Plan by hosting community and stakeholder events including the Youth Ambassadors Program; showcase pilot projects and recommendations from the Draft Specific Plan; enable workforce development; and demonstrate the future of the corridor. Additionally, the IDEA Lab

From Vacant Building to Sharing the Vision to Hosting Events



Future of the IDEA Lab



Table 1: Summary of Phase I Events

Date	Event	Time	Location	Audience	Approximate Attendees
10/11/2022	Elected Official Briefing	1:00 PM	City Hall	Elected Official	--
10/13/2022	Parks & Recreation Commission Meeting	6:00 - 8:00 PM	Parks & Recreation Building	Elected Official and General Public	10-15 people
10/25/2022	Council Meeting	6:00 - 8:00 PM	City Council Meeting	Elected Official and General Public	30-40 people
12/15/2022	Chamber of Commerce	6:00 - 8:00 PM	Brewjeria	Stakeholder	40-50 people
12/19/2022	Elected Staff Briefing	10:00 AM - 12:00 PM	City Hall	Elected Official	8-10 people
2/1/2023	Business Stakeholder Meeting (surrounding properties)	3:00 - 4:30 PM	HWB	Stakeholder	--
2/6/2023	Planning Commission Meeting	6:00 PM	City Hall	Elected Official and General Public	12-15 people
2/21/2023	Town Hall Meeting	6:00- 8:00 PM	Senior Center	Stakeholder and General Public	15-20 people
2/21/2023	School Board Presentation	7:30 PM	School Board	Stakeholder	40-50 people
2/27/2023	Town Hall Meeting	6:00 - 8:00 PM	Rivera Park	Stakeholder and General Public	10-12 people
3/2/2023	Town Hall Meeting	5:00 - 8:00 PM	City Hall	Stakeholder and General Public	12-15 people
4/5/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	50-100 engaged
4/8/2023	Easter Eggstravaganza	8:30 - 11:00 AM	Pico Park	General Public	50-100 engaged
4/11/2023	Council Meeting	6:00 - 8:00 PM	City Hall	Elected Official and General Public	50 engaged
4/12/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	100-200 engaged
4/19/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	100-200 engaged
4/26/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	200-300 engaged
5/3/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	100-200 engaged
5/10/23	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	100-200 engaged
5/17/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	100-200 engaged
5/23/2023	City Staff Focus Groups	9:00 - 4:30 PM	IDEA Lab	City Staff	20 engaged
5/24/2023	Farmer's Market	5:00 - 8:00 PM	Smith Park	General Public	100-200 engaged
5/25/2023	Stakeholder Focus Groups	9:00 - 6:30 PM	IDEA Lab	Stakeholder	40 engaged
5/26/2023	Stakeholder Field Trip	2:00 - 6:00 PM	City of Orange	Stakeholder	16 participants
5/27/2023	Community Open House	1:00 - 5:00 PM	IDEA Lab	General Public	100-200 engaged
Total Events: 25				Total # of People Engaged: Approximately 2,000	

2

Stakeholder Engagement



Advisory Group Meetings

Advisory groups represent a cross-section of place-based organizations and stakeholder groups intended to meet bimonthly to develop a communication and engagement plan, identify strategies for engaging key sectors and segments of the corridor communities, and provide input throughout the planning effort.

- » **Stakeholder Advisory Group (SAG)** - A diverse group of local residents that are representatives of place-based, environmental justice and social equity organizations who are already influential persons within their networks in the community.
- » **Technical Advisory Committee (TAC)** - A group of planning, engineering and related industries professionals who work and/or live within the City of Pico Rivera and surrounding communities.

To the right are notes from the first round of advisory group meetings, which focused on introducing the project, input on the community engagement plan, and initial vision for Pico Rivera and Whittier Blvd.

- » **Blue Ribbon Committee** - Made up of elected officials and planning, communications, and other staff of elected officials that represents Pico Rivera. Includes LA County Supervisor, CA Senate and Assembly, as well as US Congress representatives.

Advisory Group Meeting #1 February 23, 2023

What are some aspirational communities and cities to guide initial research for this project?

✓ Pasadena - alleys, brick facades, diverse activities, safety, density, open space	Huntington Park - festivals on Pacific	Portland	Vancouver	Groningen, Netherlands	Cleveland	Palm Springs - mid-century architecture	Whittier Downtown	Self Help Graphics - Boyle Heights	Medellin	Highland Park - York and Figueroa
central Berlin (Alexanderplatz), Germany	Barrio Logan									

What is your vision for Whittier Boulevard and Uptown Pico Rivera?

Thoughts on the western side of Whittier Boulevard?	Better access to the Rio Hondo as a bicyclist	Artists and Musicians in future walkways
---	---	--

What do you see as major opportunities (or challenges) for the planning process and plan content?

Running clubs with youth and families looking forward to create safe spaces for these activities	Community wellness and safety	connection to spreading grounds - just south of the study area - is this the place to move cyclists?	April 22, 2023 community resource fair and potential opportunity to engage folks on HWB	Parking is a challenging conversation	Does Pico Rivera have a hub for artists?	Incorporate local artists and their work into the HWB program	Something like a Self-Help Graphics see also Las Fotos Project	Self help graphics benefit beer	some safety improvements, but still needs improvement	Potential widening the ROW/ access on the western part of Whittier Blvd near the grade separated railroad	Have artists left Pico Rivera? Can they come back?
Whittier Boulevard narrows on the east side	Better access to the Rio Hondo Trail	The impact on existing businesses? Rosemead and Westington									

Technical Advisory Group Meeting #1 February 23, 2023

What do you see as major opportunities or challenges for the plan given the potential for development?

Engage the POLB for goods movement opportunities	Continue to coordinate with the City of Whittier on Pio Pico Park as project advances	Driver education on new traffic patterns/ infrastructure related to bike/peds	Applicability of eminent domain land owned by SoCal Edison?	Community land trusts on publicly owned land/property	Greening/landscaping design as traffic calming measure	Coordination with SCE on undergrounding of power lines
Engage with SoCal Edison on right-of-way	Subtransmission poles on Durfee	Potential gentrification/ displacement concerns associated with new development/ green space	Equitable development plan, small business support, inclusionary & affordable housing, workforce training to mitigate displacement	inclusionary housing, workforce development	Incorporate electrification efforts and initiatives citywide with the project	

What are your (personal or organizational) aspirational vision/condition for Whittier Boulevard and Uptown Pico Rivera?

City is creating repository for all project materials that will be shared with everyone	Transition and shift towards more bike/ped friendly streets to create more vibrant and prosperous community	overall economy improvement through holistic approach
Pico Rivera as a regional example for neighboring jurisdictions for transportation improvements	Ensure approach in place to ensure people know how to navigate new transportation infrastructure	

Pop-Up Events

The project team set up a booth for the project at community events to introduce people to the project, share the initial survey and online project information, inform future engagement events, and recruit for the youth ambassadors program. The booth includes the project branding including a sketch rendering of what Whittier Blvd could look like and a map of current and future related project. The project team attended:

- » Weekly Farmer's Market at Smith Park
- » City Festival Events: Easter Eggstravaganza
- » Fourth of July Fireworks Festival

Vast majority of community members were excited about the project and opportunity to engage at future events



Town Halls and Presentations

» The City held presentations for the HWB Specific Plan to select community groups. The presentations were used to introduce the planning process, purpose of the project, goals, upcoming engagement events, and discuss community thoughts and questions. Groups included:

- » City Council Meetings
- » Planning and Parks & Recreation Commissions
- » Chamber of Commerce
- » Senior Groups
- » Womans Groups
- » School Board

Vast majority of group members were excited about the project and opportunity to engage at future events



Elected Officials and Staff

- » Blue Ribbon Advisory Committee – Elected officials and staff of elected officials that serve Pico Rivera such as Los Angeles County Supervisor.
- » Staff attended the initial setup of the IDEA Lab during the Community Design Charette Week to learn about the HWB project as well as future plans for the IDEA Lab.

Staff and elected officials are excited about the planning process, overall vision and approach, opportunities for improvements (housing, transportation, sustainability), and interested in exploring further support and partnership opportunities.



Community Stakeholders Tour

The project team lead a tour of Old Towne Orange with community stakeholders. The tour arrived at Old Towne Orange via Metrolink, starting the trip from the Norwalk / Santa Fe Springs Station, which was the first train trip for some stakeholders. The Metrolink trip showed the potential of what's possible in Pico Rivera with a new commuter rail station, while noteworthy elements of Old Towne Orange included:

- » Overall architectural character
- » Public parking structure
- » Variety of businesses
- » Parking and street design
- » Open space and sidewalk design
- » Presence of alleys and paseos



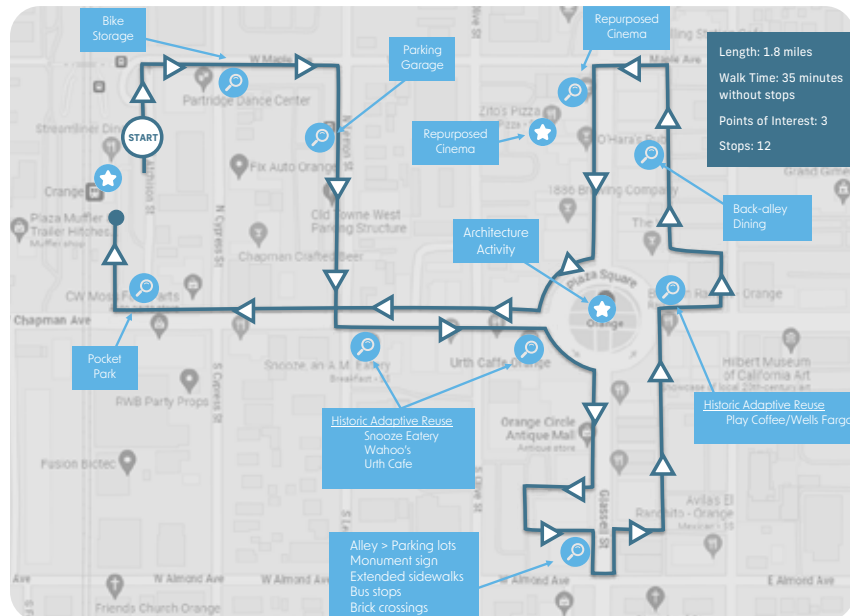
Old Towne Orange Tour

A group of 16 participants from the project team, Mayor of Pico Rivera, community leaders and other community stakeholders completed a tour of Old Towne Orange, CA on May 26th 2023. The purpose of the trip was to learn from the physical conditions of Old Towne that are applicable to Whittier Blvd, demonstrate the opportunities and convenience of public transit to community members, as well as continuing to build community leaders who can talk about the benefits of good urban planning and design.

Positive Highlights from Community Participants:

- » The scale of the Metrolink parking structure and the idea of consolidated parking within a couple blocks of destinations
- » The scale and character of the buildings that mix modern and historic
- » The wide sidewalks that allowed for furniture, street trees, multiple people to walk side-by-side, and support outdoor cafes
- » The pedestrian paseos and frequent outdoor dining areas

Tour Map



Sample Feedback From Survey

Questions and Feedback
Tour de Orange

Architectural Styles, Urban Form, and Community Elements
Take note of the buildings and the placement of those buildings in the urban area including density, height, mix of uses, housing and land use types, public art, transportation, outdoor dining, parks, and other features.

Trip Date: Friday, May 26, 2023

1. What's the overall shape of the buildings in the area? How many stories do buildings in the area have on average? What do you like or dislike? Do you like the overall scale of the buildings? Do you think buildings should be higher or lower in height?
Original buildings. Friendly on outdoor dining areas. Scale/height was good for street area.
2. Is the area dominated by commercial and office activities? Does the configuration feel inviting? Do they encourage people to interact? What do you like or dislike?
Area well shaded. Ver. much interest. - Enjoyed -
3. Are housing options available in the area? (e.g. lots, industrial buildings, high-rises, urban villages, single-family homes). What do you like or dislike? Do you think more housing should be integrated with the current mix of uses?
Ave. around was well populated with home, family housing. Downtown don't mix the two.
4. Are there social and cultural amenities (e.g. bars, social venues, restaurants, etc)? Do these spaces feel inviting? Do they encourage people to interact? What do you like or dislike?
Yes. Venues to encourage people to interact.

Questions and Feedback
Tour de Orange

Transportation & the Streetscape Environment
Take note of how people get around and what amenities there are for roadway users such as parking, sidewalks, walking paths, bicycle lanes, bus facilities and 'wayfinding' or directional signage for people to understand how to get around.

1. Note strengths and weaknesses of the condition of the sidewalks, intersection crossings, bicycle paths, signage, lighting, benches, and bus stops.
 - a. Are these sidewalks present in general? Is it wide enough? Is the sidewalk cracked, broken, or incomplete?
Sidewalk mixed conditions old/cracks
 - b. Are there trip hazards or accessibility issues?
No wheelchair or bike accessibility
 - c. Are there bike lanes? Would children be safe biking?
No/None
 - d. Did you identify additional barriers for pedestrians and cyclists in the area?
Yes, Need to Add to Area
 - e. Do the intersections have a curb ramp for carts, wheelchairs, strollers, walkers, etc?
Not friendly to these items



Tour participants utilized Metrolink (starting at the Norwalk/Santa Fe Springs Station) to travel to Old Towne Orange.



Tour participants walking through a pedestrian paseo that is used for outdoor seating.



Design activity being completed in Orange Plaza Park that asked tour participants to create redevelopment scenarios of built and open spaces along Whittier Blvd. based upon the typologies they saw in Old Towne Orange.



Tour participants completing surveys and enjoying pizza from a restaurant with outdoor seating in a pedestrian paseo.

Online Survey Results

Project Kick-off Survey

The survey was available between February and May 2023 and had a total of 166 completed responses.

Key Takeaways

- » Residents strongly support more open space, walking and biking opportunities, shopping and entertainment, and unique branding elements.
- » There is mixed support for more housing types to accommodate a range of incomes and parking management strategies.



Develop a fun and vibrant “uptown” area with diverse **shopping, dining, and entertainment** options



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



The roads and sidewalks should be **safer and more convenient** for vulnerable road users such as **youth, seniors, pedestrians, bicyclists and people with disabilities**

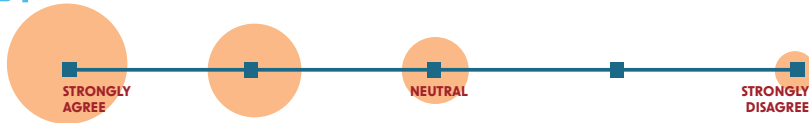


Unique **branding, creative signage, cultural elements and public art** for a strong sense of community pride

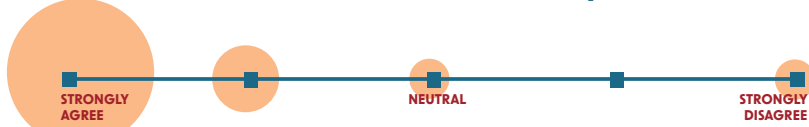




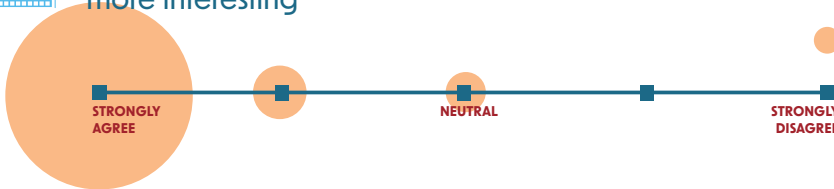
Parking supply could be better managed to improve availability



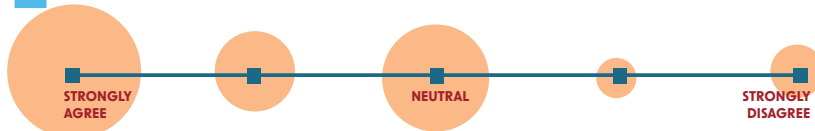
Technology and innovation should be integrated where possible to ensure a **safer, smarter, more effective, and more efficient** community



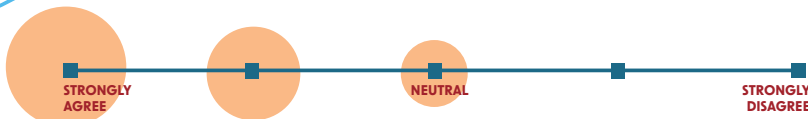
Diversity in **architecture and landscaping** can enhance community character and make the built environment more interesting



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**



What are your **top priorities** for the future of Whittier Boulevard and Durfee Avenue?



3

Youth Ambassadors Program



What is the PRYA?

The program is an ambassadorship that will provide students with the hands-on experience and educational opportunities within the sphere of urban planning and design, public policy, project development and public administration. An important part is exposing the students to career pathways within those fields of study.

Why students will want to become a PRYA?

- » Learn youth advocacy
- » Advance leadership skills
- » Participate in service projects
- » Improve presentation skills
- » Increase community engagement
- » New friends, good food, fun trips

Partnerships to Recruit PRYA Participants:

- » El Rancho Unified School District (ERUSD)
- » Boys and Girls Club
- » LA County Sheriff's Explorers Program



Youth Ambassadors photographing existing conditions along Whittier Boulevard: what they like, what they don't like, etc.



Small groups organizing their observations to tell a shared story for their group.



Presenting their findings, ideas, and visions back to the full group and project team.

Key Topics of Exploration for Youth Ambassadors:

Youth Leadership & Advocacy

Health & Wellness

Social & Environmental Justice

Potential PRYA Partnerships:

Educational institutions will expose prospective students to new fields of study while learning about the unique offerings at each school. Public governments can enable participation in programed activities that may range from general education workshops, internship and entry-level job recruitment, project outreach and engagement efforts, participatory planning and analysis, and project site tours. With private-sector partners, Pico Rivera can be a testing ground for new and emerging community planning technologies.

PRYA Event #1

Approximately 30 high school students visited the idea lab to get an introduction to the program, completed a focus group session of discussion questions related to existing conditions and their future vision, as well as completed a documentation activity to take photographs of existing conditions they thought were issues and opportunities.

Discussion Questions

- » **Context:** How can the plan improve the health & wellness of the people who live/work in Pico Rivera?
- » **Character:** What is the cultural identity of Pico Rivera?
- » **Choice:** What are the different sustainable lifestyle options, locations, modes of transportation, and types of buildings you would like to see?
- » **Connections:** Which streets/parks/paths feel safe? What are areas that need improvement?
- » **Creativity:** How can we incorporate art and artists in the design process?
- » **Custodianship:** How can we reduce the environmental impacts of our city by adopting environmentally sustainable and responsive design solutions?
- » **Collaboration:** What strategies can we use to involve communities in the decision-making processes?



4 Community Design Charette #1



The Community Design Charette Open House took place on Saturday, May 27th from 1-5pm at the IDEA Lab. The open house was organized into five “stations” meant to describe work on the HWB Specific Plan to date and gain feedback:

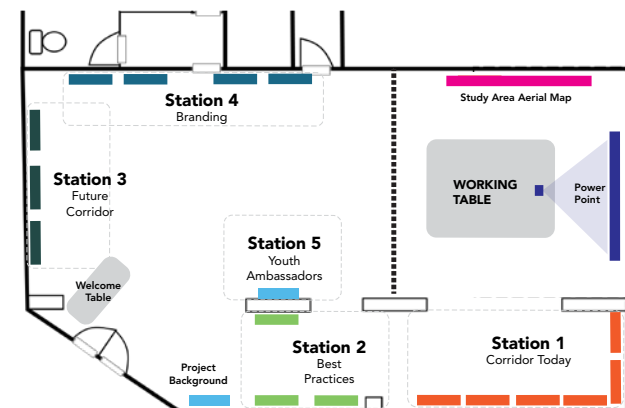
1. **Introduction** - Timeline, Elements of a Specific Plan, Overall Approach, etc.
2. **Corridor Today** - Existing Conditions of major topics such as multimodal mobility, economics, land uses, urban design, sustainability and equity
3. **Best Practices and Precedents** - Examples of transportation, land use, and open spaces changes in other, similar communities
4. **Branding and Identity** - Discovering the elements that contribute to Pico Rivera’s culture and that can inform a new brand for the district
5. **Future Corridor** - Visual preference survey for what the community would like to see in the future related to transportation, development, and open spaces

The event was structured as an open house with community members able to attend at any time and learn about and provide their feedback on the project from project staff. Most community members preferred to tour the IDEA Lab and all of the engagement boards with a project staff member, which allowed for in-depth conversations around each of the station topics.

Community Open House



Event Map

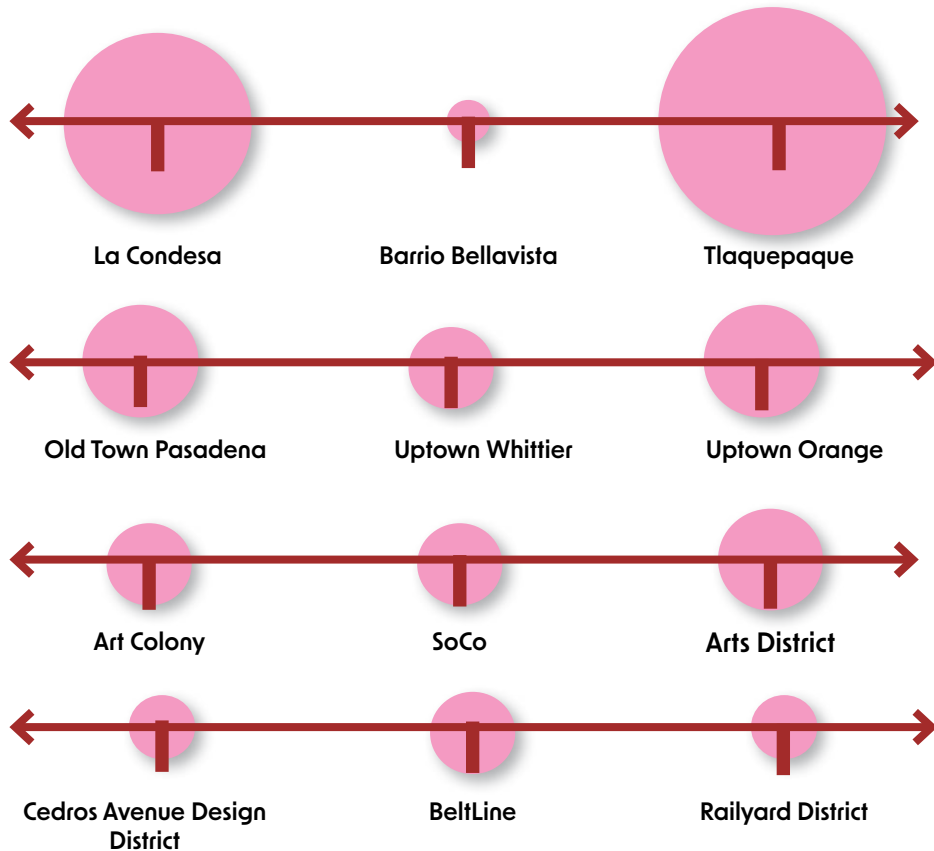




Following is a summary of the feedback received from the community through the engagement boards, as well as incorporating common highlights from all of the conversations that took place.

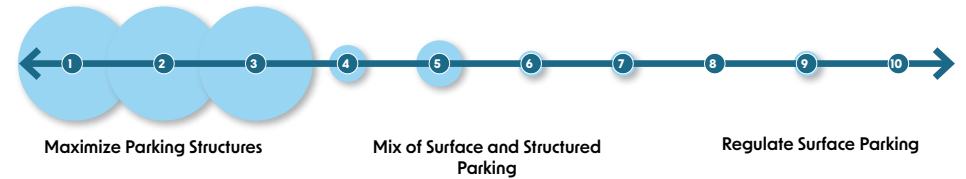
BRANDING / IDENTITY

1. Which places would be a good inspiration for Whittier Boulevard?

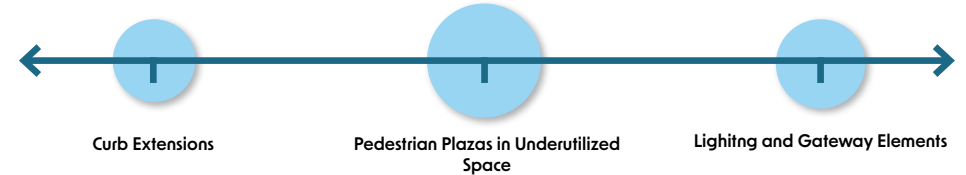


TRANSPORTATION

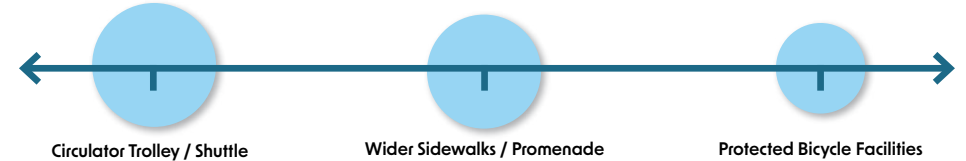
1. To support new destinations, what is your parking preference?



2. What features would you like to see to make intersections safer to use?

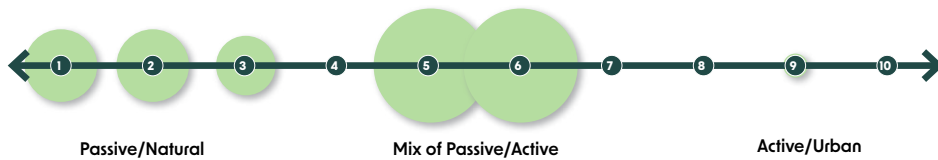


2. What would you like to see to help people move safely along Whittier Boulevard?

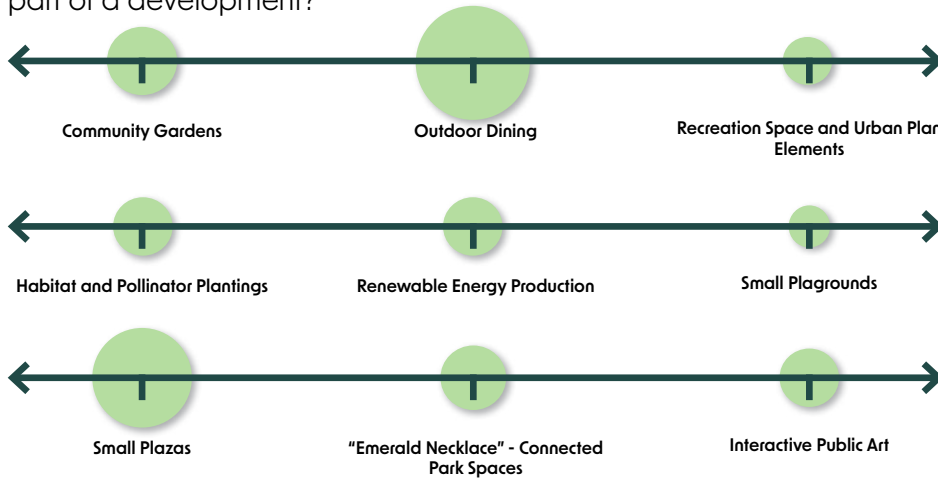


OPEN SPACE

1. What type of open spaces are needed along Whittier Boulevard?

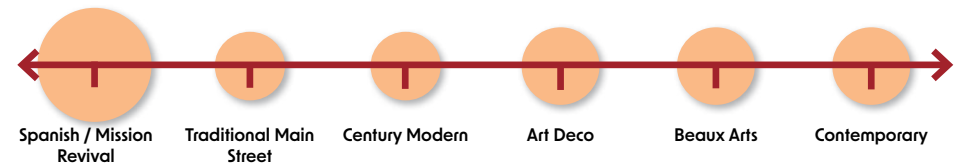


2. What elements would you like to see most along Whittier Boulevard or part of a development?

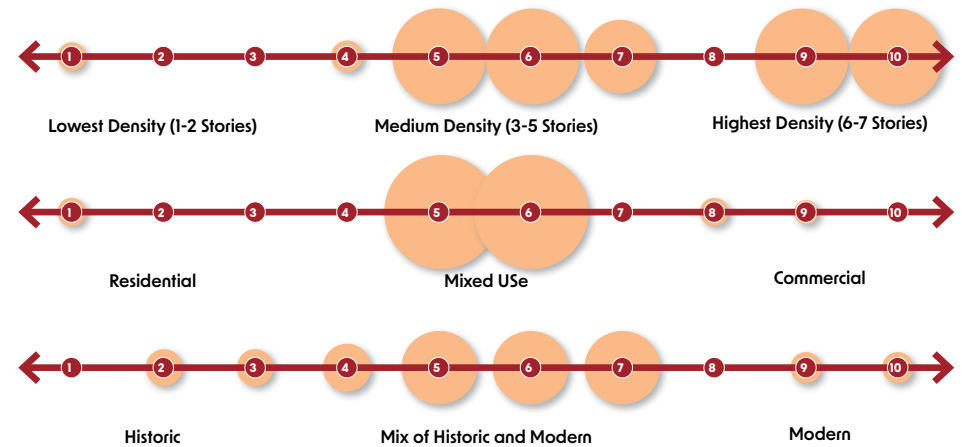


DEVELOPMENT

1. What style of architecture would like in new buildings?



2. What type of scale, uses, and character would you like to see?



Branding and Identity

Participants were asked what their vision is for the branding and identity of the corridor. They were asked to provide potential names for the Specific Plan Area, any additional written free-form comments, and indicate what other streetscapes and cities could serve as an inspiration for the Specific Plan area

Key Takeaways

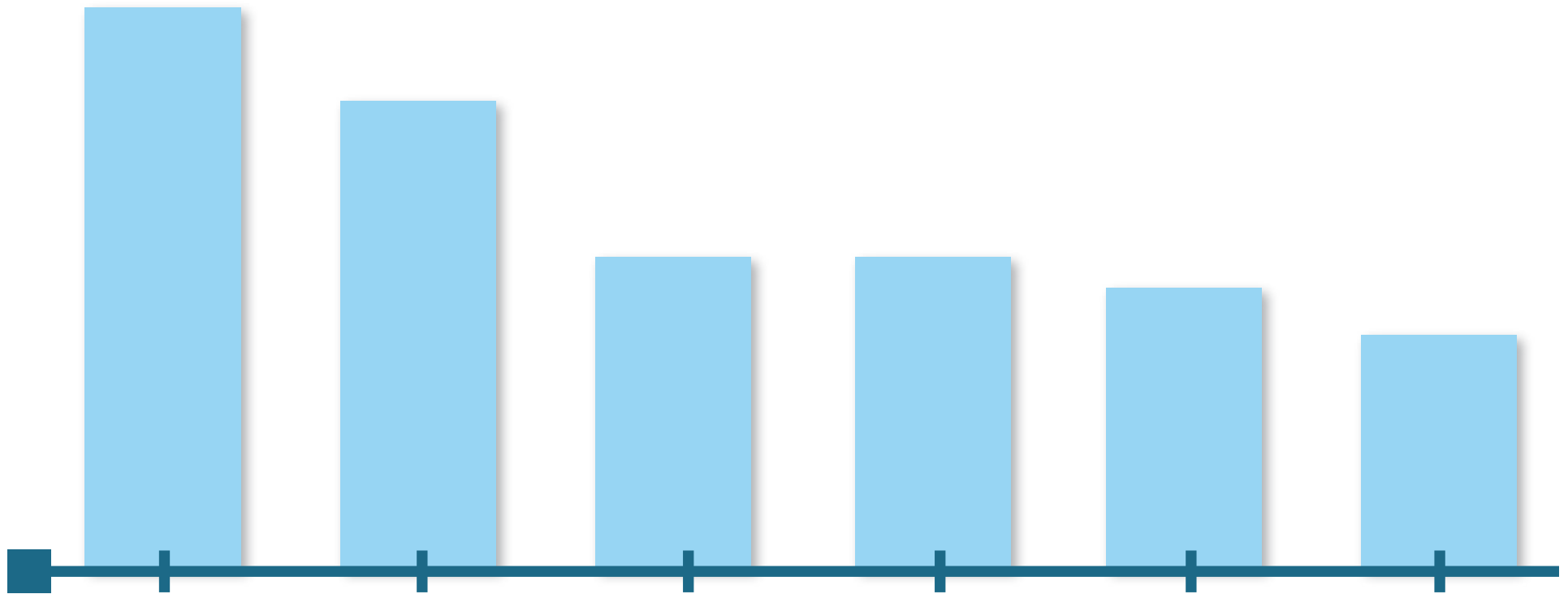
- » Preference for a Spanish name that highlights Pico Rivera's history and culture
- » People gravitated towards Latin American examples as inspirational
- » There was a strong desire for more walkable spaces, landscaping, shade, and safety through design (e.g. lighting and eyes on the street)



El Camino Real	Spring (renew, revolutions, jump, etc.)	Plaza de Rivera	Name has to be in Spanish
Riverwalk	Ranchito Plaza	El Camino Whittier	The Commons
Via Whittier Galeria	Pico Rivera Cultural District	Whittier in PRV	Pico Rivera Plaza
The Boulevard in Pico Rivera	The Harvest at Pico Rivera	Mercado Norte	Mercado Norte
Uptown Pico Rivera	Camino Rio	Pico Plaza	El Sol
Preserve Latino/ Mexican culture (charros)	Provide more inviting atmosphere for families with things such as a gazebo, indoor swap meet or food market hall	Provide opportunities for existing informal vendors	Currently too much logo and branding for project, city seal, etc. can be confusing
Trees, Family businesses, and small shops contribute to a sense of place	Include Pio Pico History	Include the Pico Water District	Preserve the Sports Arena or at least aspects of it
I love fun entrances, signage, walkways, lighting	Trees, shade, open space	La Condesa has a mix of modern and historic architecture, tree canopy, colors, mix of building materials, walkable median	Greenary and walking space, historic and modern looks of buildings, colors, open space

Protection from sun exposure, economic accessibility	Walkability	Scaled around people	More safe interactive children's play area (e.g. water sports)	Trees/landscape, walkability, pet friendly places	Lighting and safety; more eyes on the street	More uniform architectural style and beautifying aspects	Colorful, public art umbrellas, creative canopy
Art that represents the community	Don't have to pay to enjoy	Living cost, safety, clean place, resident involvement to keep city clean, programs for youth	Calming environments, lots of options for enjoyment, feeling safe, having a reason to visit area	Don't like arched gateways	Open walking mall/ shopping space for temporary events	Incorporate green space and shade, sidewalks, walking and biking accessibility and closed off to vehicles	Beltline reminiscent of college campus environment
Al fresco dining more green belt	Convertible space for multiple uses (PAD Park, alleyways, large open spaces/ plazas)	I like the historic buildings that represent Latino culture	Greenery and walking space, historic and modern looks of buildings, colors, open space	Don't like arched gateways	Open walking mall/ shopping space for temporary events	Incorporate green space and shade, sidewalks, walking and biking accessibility and closed off to vehicles	Beltline reminiscent of college campus environment

1. Which places would be a good inspiration for Whittier Boulevard?



Tlaquepaque

La Condesa

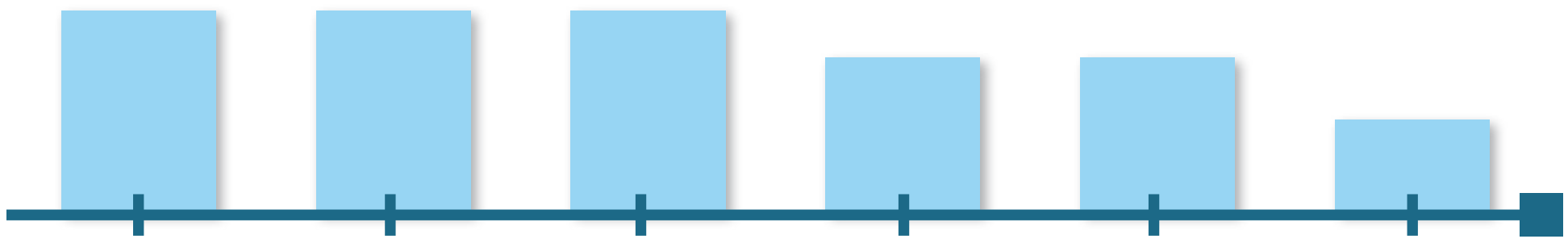
Old Town Pasadena

Uptown Orange

Arts District

Uptown Whittier





BeltLine

Art Colony

SoCo

**Cedros Avenue
Design District**

Railyard District

Barrio Bellavista



Transportation

Participants were asked what their preferences were for updates to the transportation infrastructure in the Specific Plan area. They were asked to provide written free-form comments and to indicate their preferences either on a sliding scale or mark what specific elements they liked.

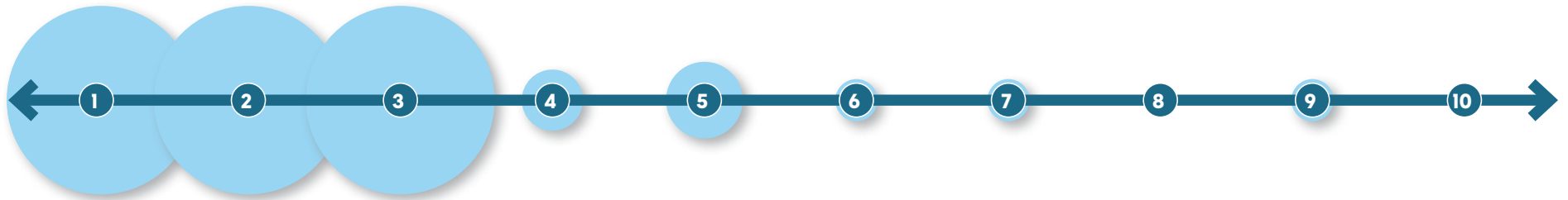
Key Takeaways

- » Strong support for using underutilized space to accommodate pedestrian plazas
- » Strong preference for maximizing space dedicated to parking through the use of parking structures
- » Some slight support for traffic calming measures such as curb extensions and bulb outs
- » Mixed support for various transit options due to concerns over impacts on flow of traffic



PCH and 2nd St in Long Beach - good example of parking on both sides of development give people multiple parking options	Look into coordination with Whittier Fixed Route Shuttle Study	For reference on micromobility solutions look at Long Beach and Redwood City	ARB Clean Air Mobility Grant for funding opportunity
Government partnerships with Rio Hondo College and Cal Poly Pomona	Emergency vehicle and residential access maintained in alleyway near back alley paseos project	How will the BRT on Rosemead affect traffic? What if residents don't want to use the BRT?	Like/want passenger rail stop in Pico Rivera
Less parking along Whittier Blvd near Durfee Ave	Mixed use development on S. side of Whittier Blvd with large parking structures so people can cross to the N. side to the paseos	Would like fewer lanes, narrow lanes, curb extensions, and bulb outs to slow traffic so people can visit local businesses. Stop and stay.	Like trolley service along Pacific that picks up visitors from parking lots and drops them off at local businesses
Concerned about parking availability. Don't like residential permit parking if it's too restrictive for residents; e.g. to few permit passes	Certain streets feel safer because houses look nicer or there are security cameras or agencies nearby (Passon, Beverly, Washington)	Streets with no people around or lighting, like the alleyways, feel unsafe	Sustainable transport options include e-scooters and bikes, wide sidewalks, lighting, smooth roads
Safer buses/public transportation	More benches and shade structures at bus stops	More bike lanes so that people don't need to ride on the sidewalk	Electric charging in parking lots

1. To support new destinations, what is your parking preference?



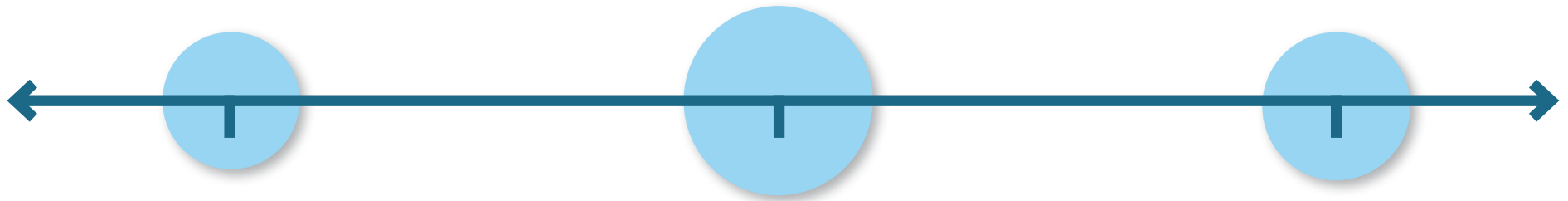
Maximize Parking Structures

Mix of Surface and Structured Parking

Regulate Surface Parking



2. What features would you like to see to make intersections safer to use?



Curb Extensions



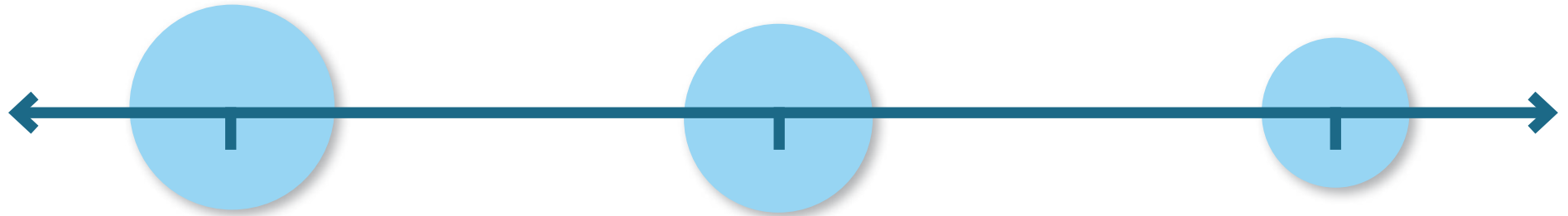
Pedestrian Plazas in Underutilized Space



Lighting and Gateway Elements



3. What would you like to see to help people move safely along Whittier Boulevard?



Circulator Trolley/Shuttle



Wider Sidewalks/Walking Promenade



Protected Bicycle Facilities



Open Space

Participants were asked what their preferences were for updates to open space in the Specific Plan Area. They were asked to provide written free-form comments and to indicate their preferences either on a sliding scale or mark what specific elements they liked.

Key Takeaways

- » Strong support for more outdoor dining and small plazas
- » Strong preference for a mix of passive and active open spaces
- » Strong support for back alley paseos but mixed support for restricting vehicle access. Alleys are used regularly for vehicular movements

Instead of using alleys as dining space, use existing alley parking lots for dining. Build garage on S. side of Whittier or on-street parking.

Use alley for walking only in order to maintain vehicle access as needed.

Use sidewalk and pavement beautification efforts to create a sense of place as people cross N. side of Whittier.

Use the back alley paseos to host pop-up businesses and "natural space" with greenery and passive park space

Alleyways currently feel unsafe and are for drive through purposes only.

Support beautifying alleys with more businesses and more walking and lighting as long as it is safe and access to/from residential areas...

...are maintained and not too restrictive. Residents use alleys regularly to bypass traffic on freeways and Whittier Blvd.

Would like to see more art/street art/ murals

More parks, gardens, sensory areas, and ponds

Improve trail by the San Gabriel River

More sport and recreation areas, especially for youth

More dog parks

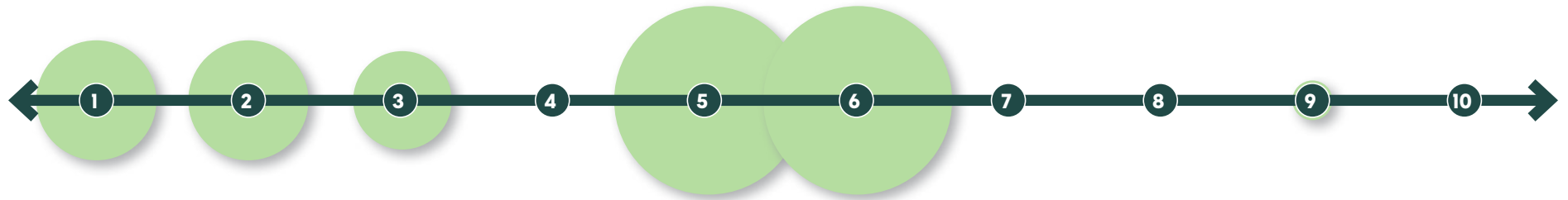
More public pools and water areas to cool down like in Montebello

Places like Smith Park and Pico Park feel safe

The bridge at walnut and walking from State Park to Montebello do not feel safe



1. What type of open spaces are needed along Whittier Boulevard?



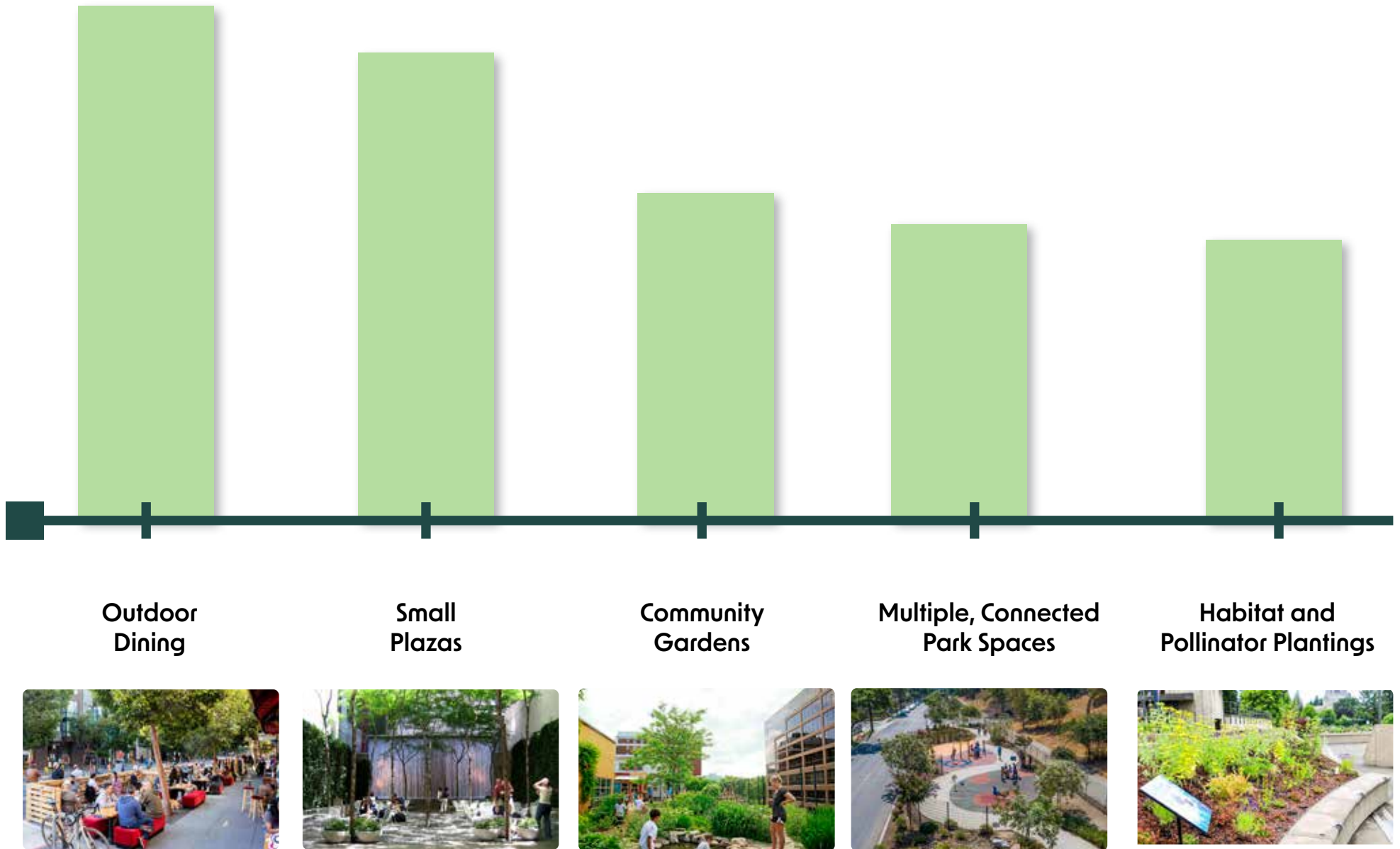
Passive/Natural

Mix of Passive/Active

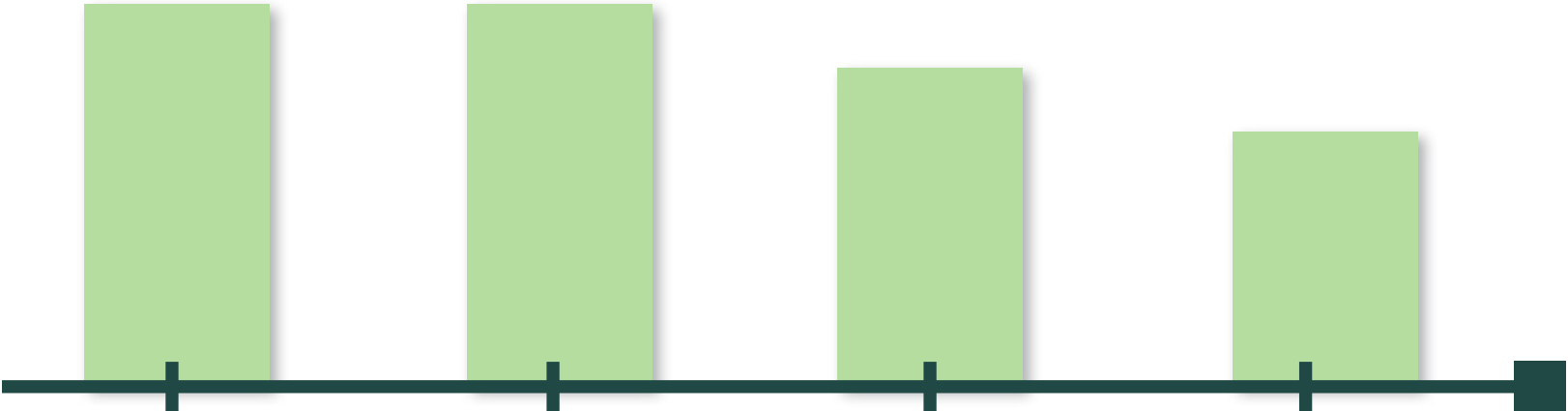
Active/Urban



2. What elements would you like to see most along Whittier Boulevard or part of a development?



Elements would you like to see most along Whittier Boulevard or part of a development? (Continued)



Renewable Energy Production

Interactive Public Art

Recreation Space and Urban Plan Elements

Small Plagrounds



Development

Participants were asked what their preferences were for updates to the development potential in the Specific Plan area. They were asked to provide written free-form comments and to indicate their preferences either on a sliding scale or mark what specific elements they liked.

Key Takeaways

- » Strong support for Spanish/Mission Revival architecture style and Mixed Use
- » Little interest for low density density development. Stronger preference for medium to high density development.
- » Mixed preferences for historic and/or modern architecture

it's important for the city to understand how mixed use overlays would function over commercial corridors

Structures for parking at existing shopping centers should be built-up then connected with walkable paths that lead to shops

keep the Chase building, build around it

Development regulations should not be too restrictive on types of businesses such as only mom and pop/ no chains

Create friendly spaces for those with disabilities to access businesses, amenities, and services

More concert/ bandshells/stadium spaces

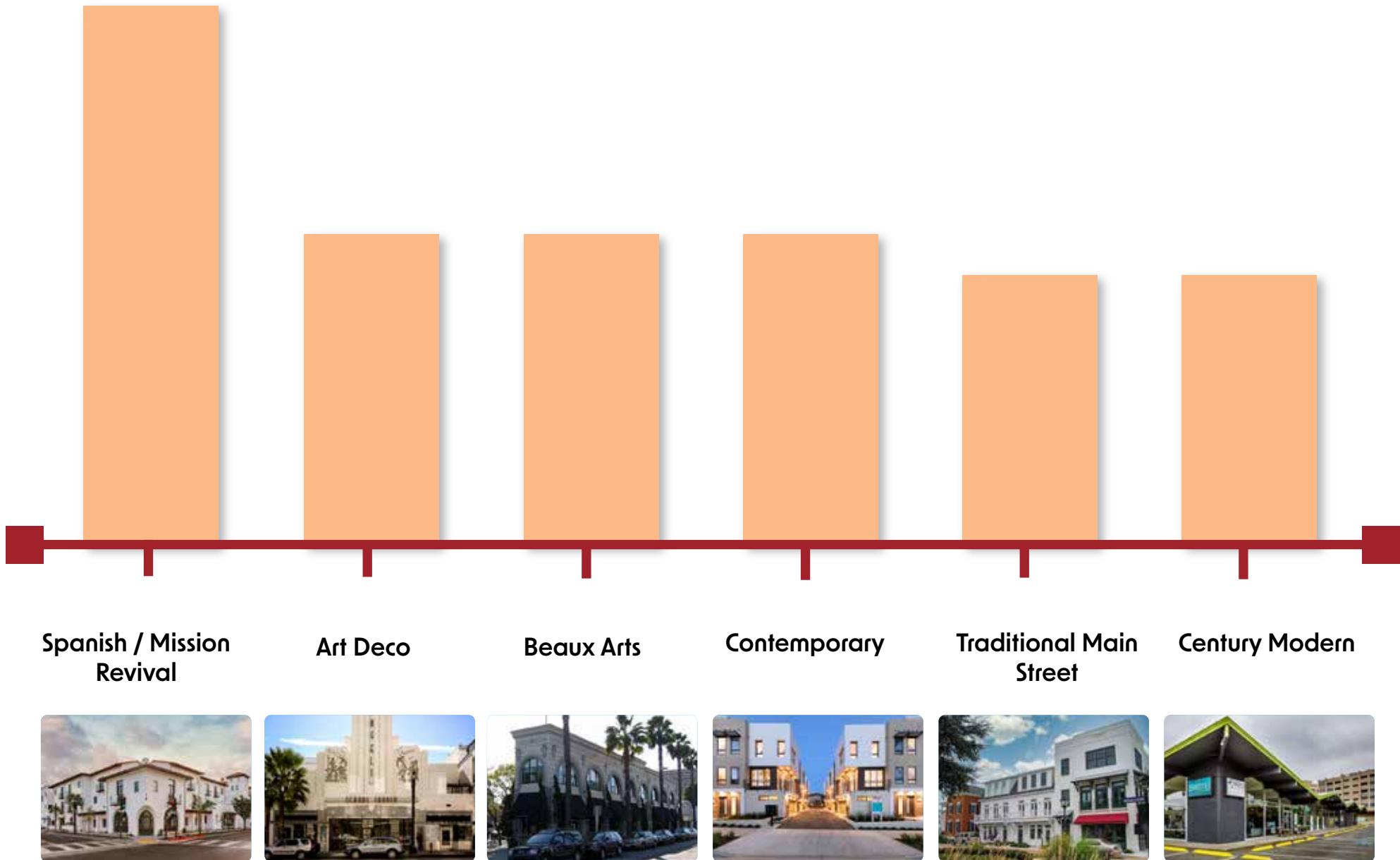
More arcades, outdoor malls, bowling alleys, and other commercial recreation for youth

More sit down restaurants and generally a greater variety of restaurant options

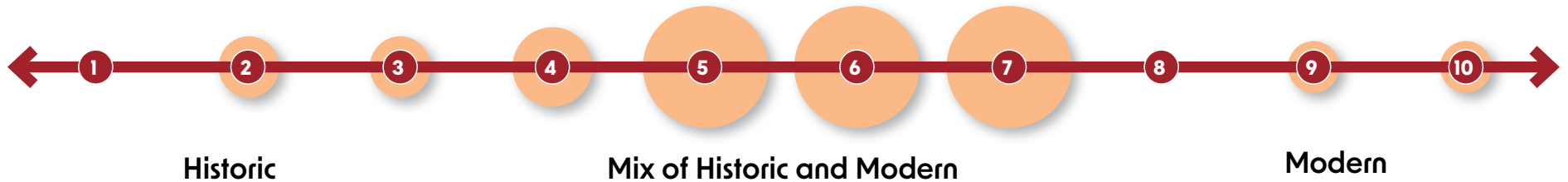
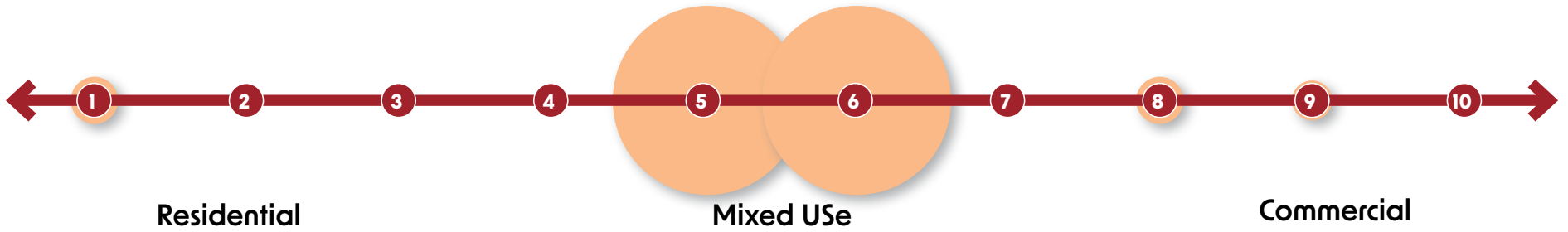
More entertainment areas, something music related like make your own music studios



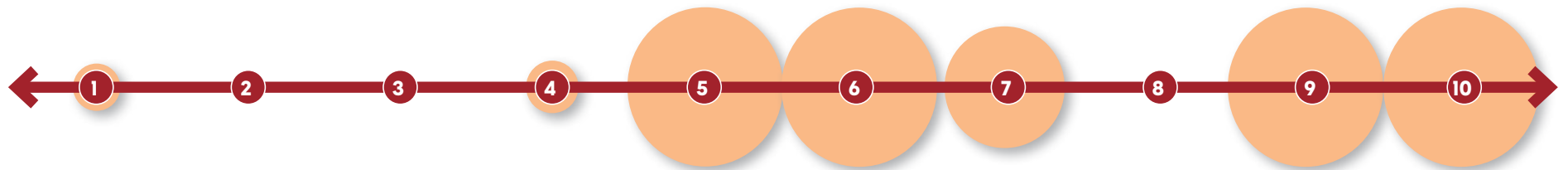
1. What style of architecture would like in new buildings?



2. What type of Uses and Character would you like to see?



3. What type of Scale would you like to see?



Lowest Density (1-2 Stories)



Medium Density (3-5 Stories)



Highest Density (6-7 Stories)



Safety, Equity, and Community Resources

While participants were not specifically asked about safety, equity, community resources, and more, these topics naturally developed through conversations with community members. The following captures some of their free-form comments relating to these topic areas.

Key Takeaways

- » Safety improvements were consistently brought up and preference community and design-based solutions like more lighting, eyes on the street, wellness hubs, and more.
- » Residents also consistently brought up having more community centers and opportunities to involve the community, particularly youth, in maintaining their community and fostering a health relationship between residents and their surroundings

Non-profit classes in community centers and incubators and venues for more engagement with the community

Non-intrusive security, security cameras, more eyes on the community that are not police or security forces

Community-based policing model.

Policies and safe zones that don't criminalize those seeking support.

Wellness hubs and access to resources as a safety and security solution

Concern about gentrification and how the city will manage to prevent residents from being unable to afford housing

What types of community resources will be provided (mental health, housing resources, enrichment activities for youth, etc)

Community center to foster a positive impact/influence on youth and their relationship with their community



Social Media Sentiment

Since the start of the year (Jan 1 – May 22), online conversations about the revitalization of Historic Whittier Boulevard and adjacent development projects elicited **537 interactions**, accounting for nearly 1% of the citywide discussions. Most conversations occurred on official media channels, namely on the City’s primary Facebook account (80%). The remaining 20% of interactions stemmed from local citizens’ groups and mentions of the City on Twitter. An analysis of the conversations over time reveals two main peaks and topics in the discussions:

Key Discussion Topics:

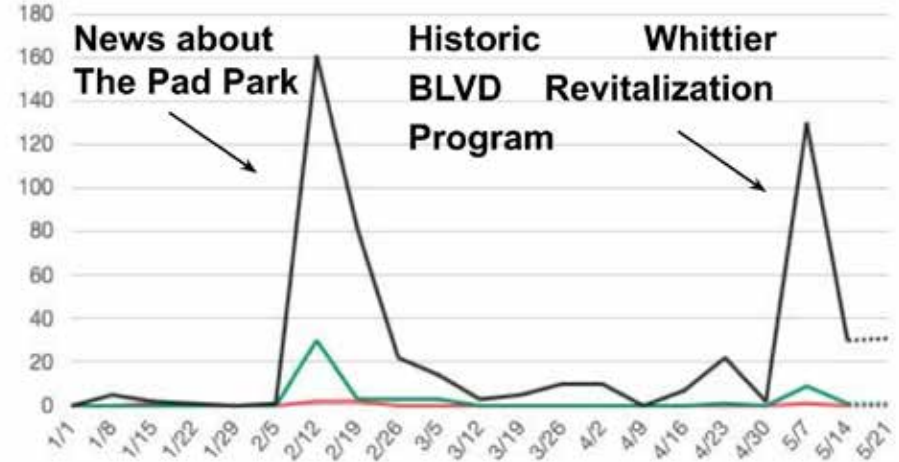
The PAD Park

- » The top post announced the City’s plan for the PAD Park (21%):
- » Contented responses consisted of many ‘likes, ‘loves’ and shares, and a few individual comments, indicating **excitement about the additional business opportunities** the project would allow
- » Doubt that the designated space could **accommodate the variety of uses** in the physical space

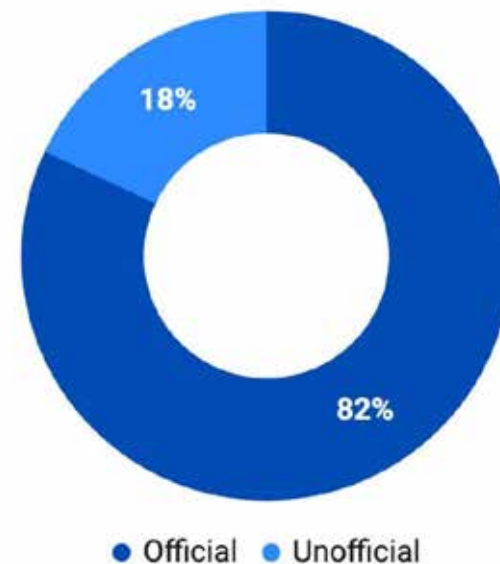
HWB Specific Plan

- » The second leading post invited residents to attend a ‘focus group’ meeting regarding the HWB Revitalization Program, showing appreciation for shared information
- » 77% positive reactions - like, love, shares, comments
- » one commenter suggested the City should focus on road maintenance, explicitly requesting to replace Mines Avenue between Paramount and Rosemead
- » “the first time I have ever seen any work on this side of town.”

Social Media Engagement Over Time



Social Media Engagement Through Different Channels



Appendix

Future Corridor For Transportation updates....

HMB
Pico-Rivera
HISTORIC WHITTIER BLVD

1. To support new destinations, what is your parking preference?

1 dot only per person

1. Maximize Parking Structures

Pros:

- More supply
- Cheaper to park
- Cool building design
- Adds to other uses
- Walkable urban fabric

Cons:

- Further walk to destinations
- Expensive to build

2. Mix of Surface and Structured Parking

- Allows for more numerous, smaller parking lots
- Provides a range of distances to destinations and uses
- Preferred for on-street parking
- Allows for other uses to be developed

3. Regulate Surface Parking

Pros:

- Closer to destination
- More distributed along corridor
- Easier to implement

Cons:

- Maintains physical width of street
- Limits development of other uses
- May need to pay parking meter

2. What features would you like to see to make intersections safer to use?

3-5 dots per person

Curb Extensions / Shorter Crossings

Pedestrian Plazas in underutilized spaces

Lighting at intersections

3. What would you like to see to help people move safely along Whittier Boulevard?

3-5 dots per person

Circulator Trolley / Shuttle

Wider Sidewalks / Walking Promenade

Protected Bicycle Facilities

Future Corridor

For new development along Whittier Blvd...



1. What style of architecture would you like in new buildings?

Place a dot in the box of up to 5 architectural styles.

1.5 dots per person

Spanish/Mission Revival



Traditional Main Street



Contemporary Modern



2. What type of scale, uses, and character would you like to see?

Place a dot along the scale to indicate which type of development and scale you prefer.

2.1 dots per person per line



Lowest density (1-2 stories)



Medium density (3-5 stories)



Highest density (6-7 stories)



Residential



Mixed Use



Commercial



Historic



Mix of Historic and Modern



Modern

Future Corridor

Open Space



1. What type of open spaces are needed along Whittier Blvd?

1 dot only per person



Passive/Natural



Mixed Passive/Active



Active/Urban

2. What elements would you like to see most along Whittier Blvd or part of a development?

2.5 dots per person

Community Gardens



Outdoor Dining



Recreation Spaces and Urban Play



Habitat and Pollinator Plantings



Renewable Energy Production



Small Playgrounds



Small Plazas



"Emerald Necklace" - Connected park spaces



Interactive Public Art



Branding and Identity

Examples of identifiable streetscapes and neighborhoods locally and around the world



Place a dot on your top five places that may be a good inspiration for Whittier Blvd.

5 dots per person

Old Town Pasadena | Pasadena, CA



Uptown Whittier | Whittier, CA



Uptown Orange | Orange, CA



Art Colony | Pomona, CA



SoCo (South of Commonwealth) | Fullerton, CA



Arts District | Los Angeles, CA



Cedros Ave Design District | San Diego, CA



BeltLine | Atlanta, GA



Railyard District | Santa Fe, NM



La Condesa | Mexico City, Mexico



Barrio Bellavista | Santiago, Chile



Tlaquepaque | Jalisco, Mexico



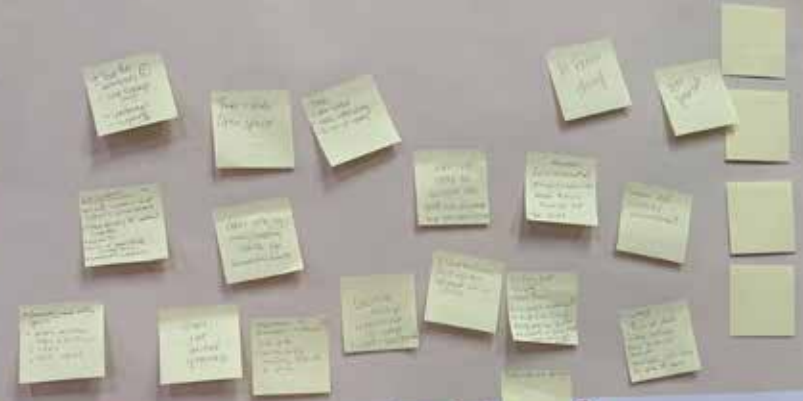
Branding and Identity

Urban design elements of existing streetscapes and neighborhoods



Write your comments on a sticky note and place it under each question.

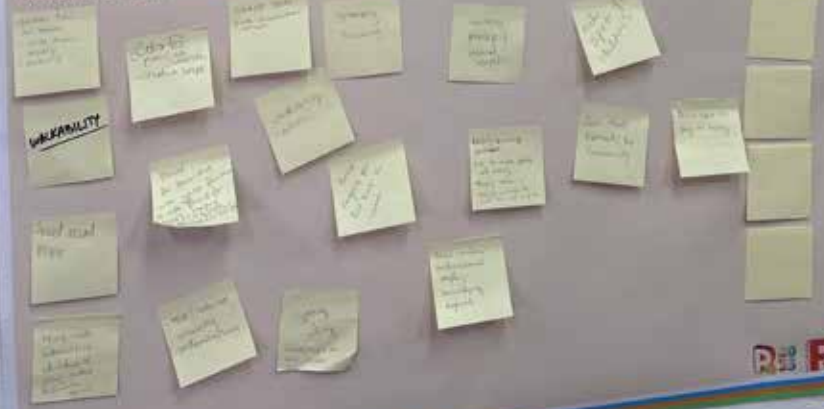
What are some elements from the streetscapes and neighborhoods in the previous board that you find interesting?



Potential elements to consider:



What about those elements do you think contribute to a pleasant experience?



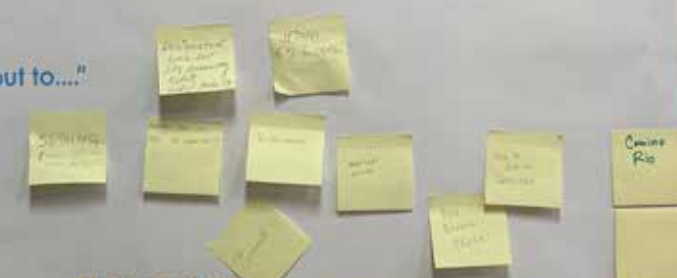
Branding and Identity

Name the corridor!



Write your ideas for naming the Historic Whittier Boulevard corridor below.

"Lets go out to...."



"Lets meet on...."



"Lets try that new place..."

"I live..."



Branding and Identity

History and culture of Pico Rivera



Pico Pico State Historic Park is the site of the home of Pio de Jesus Pico, the last governor of Alta California under Mexican rule.



Segments of Whittier Boulevard are part of the historic El Camino Real through California.



Whittier Boulevard over the San Gabriel River



The City was once an agricultural town that grew avocados, walnuts, and oranges. The image shows workers at the Rosalita Cruz Packing House during the 1930s in the City.



From the 1940s to 1970s, Shoreland Park was a bustling local amusement park that featured a train, mini steam engine train, and games.



The Didi Rite is an iconic local restaurant that first opened in 1945. It was originally named Saboritos Dining. The restaurant is still in operation and has maintained its unique look and service.



Aerial image of the Ford manufacturing plant located between the corner of Washington and Rosemead Boulevard. The plant operated between 1957 and 1988.

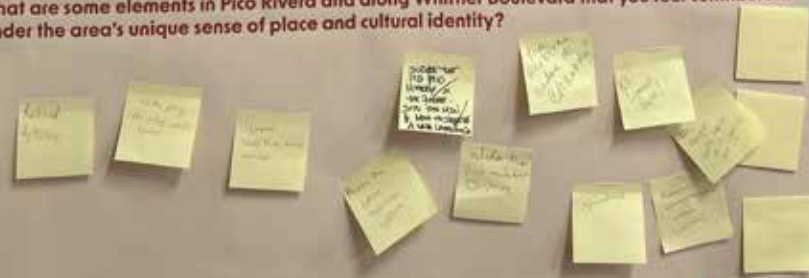


The Pico Rivera Sports Arena was completed in 1979 and was primarily designed to host Mexican boxing sport events known as Luchadores.

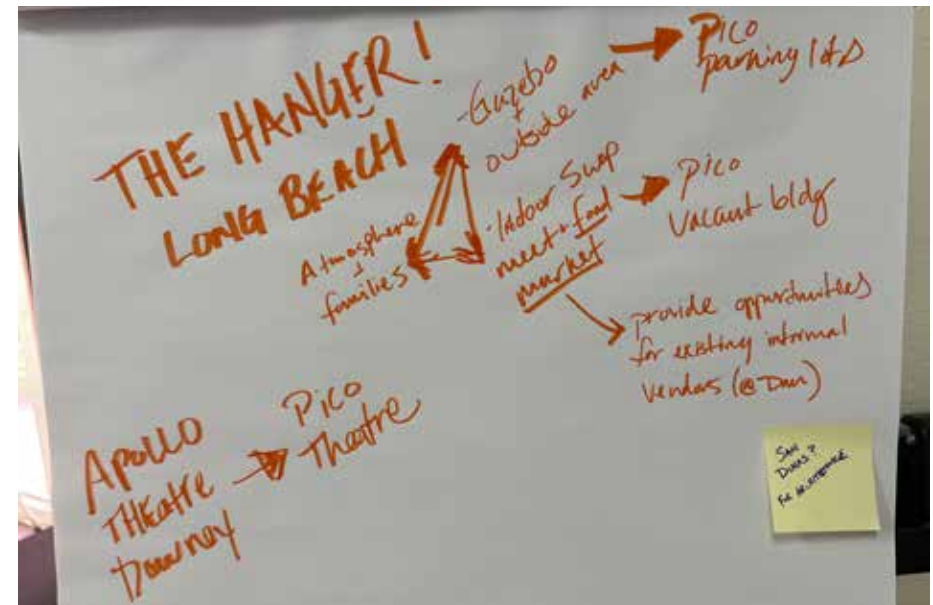
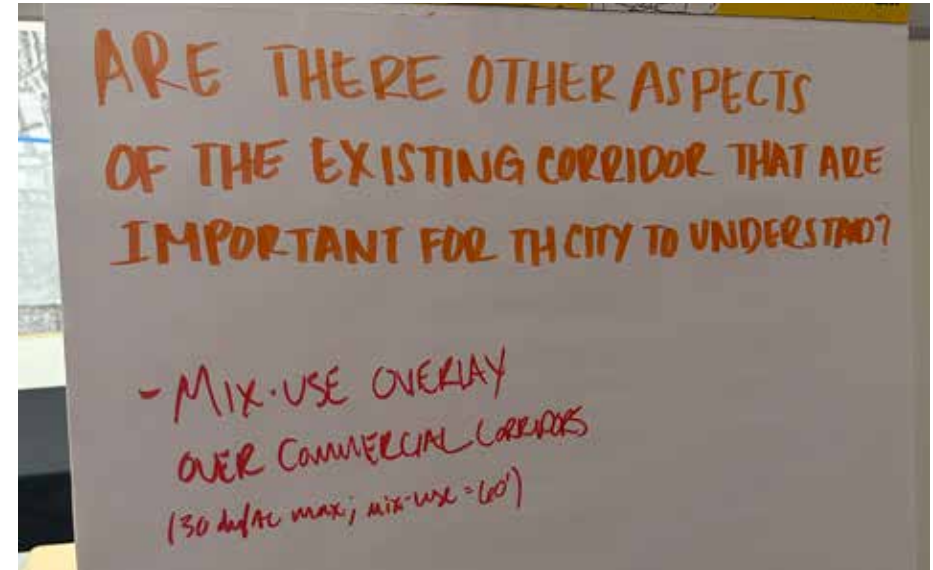
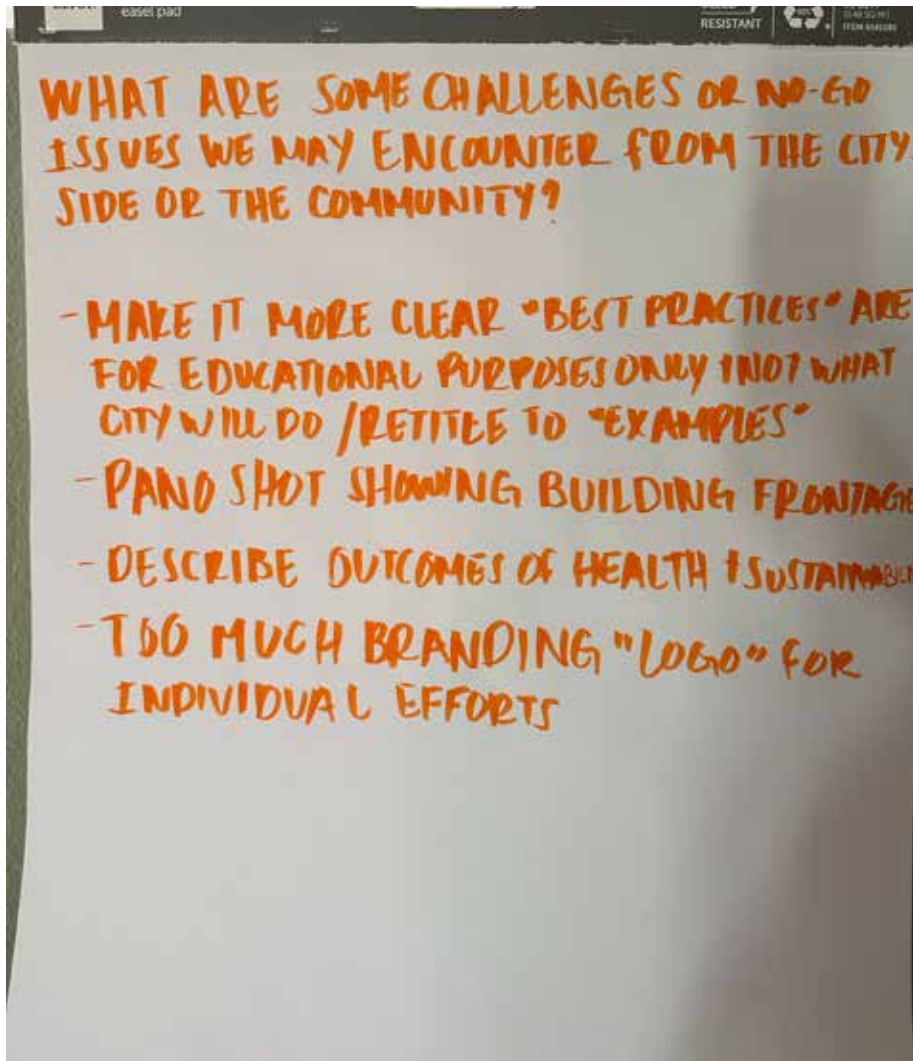


The Pico Rivera "South America" has earned the City the title of the "Cajalá de Chocoma" Chocoma is the term for the horse-ride participating in charro.

What are some elements in Pico Rivera and along Whittier Boulevard that you feel contribute or hinder the area's unique sense of place and cultural identity?



Focus Group Meetings - 5/23 to 5/25/2023



Business spread day
 Feedback & Notes

- Non profit classes in community centers & incubators → venues for more engagement w/ community
- How SP can support businesses as they have to transition to requirements of the Specific Plan? - Applies to parking regs, etc.
 - likely existing businesses will be 'grandfathered in' to old requirements.
- Should not be too restrictive on types of businesses - eg. only mom & pop/no chain.
- PCH & 2nd on long beach - love parking on both sides of development so people can choose one location or another to park depending on where they go
 - drawn to var. of food, park & public space w/ opportunities for concerts, roller rink, etc.
- Friendly space for those w/ disabilities to access businesses, amenities & services
- 'non-intrusive security' - ~~was~~ well near hub to access resources of security cameras & more eyes on the community that are not police or security forces
 - policies & 'safe zones' that don't criminalize those seeking support
 - can monitor - Guard, Police, Market

Cross at Lindsey Av
Crosswalk

5/25
 Feedback & Notes

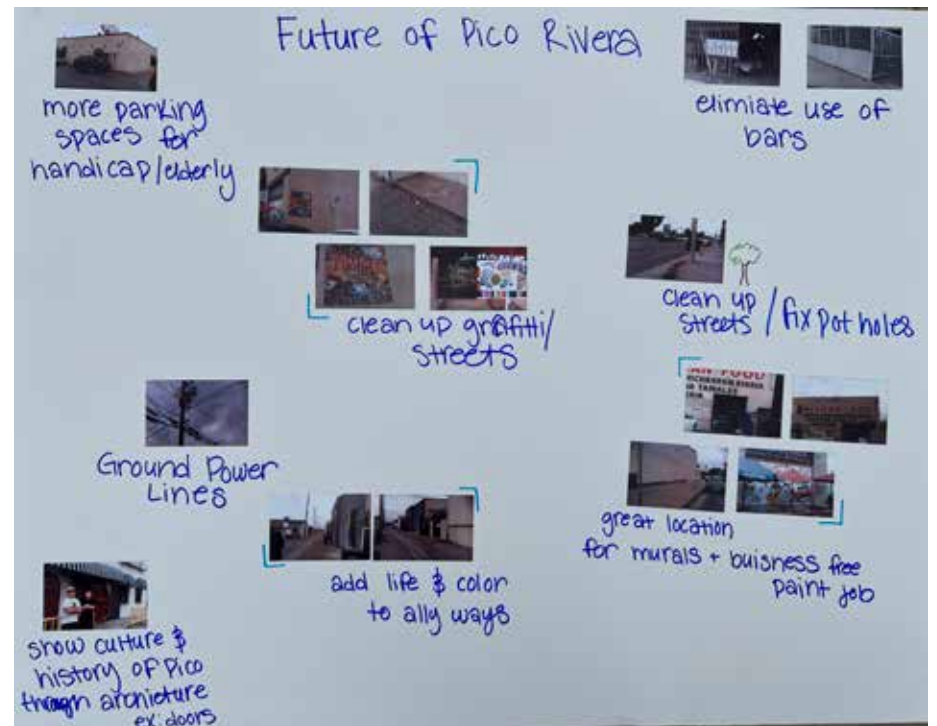
transp

- Structures for parking at existing shopping centers, build up, then connect with walkable paths & safe steps
- Keep the Civic building, build around it
- emergency vehicle & residential access maintained in alleyway near ~~the~~ back gasco project
 - "pop up business"
 - "nature space w/ greenery & private space"
- instead of having alleyway used as dining space, use existing alley parking lots for dining & would garage on S. side of whittier or on-street parking.
 - ↳ use alley for walking only to maintain vehicle access as needed
 - ↳ as people cross to N of whittier, sidewalk & pavement beautification to create 'safer' place

SENIORS

Cross at Lindsey Ave.
Crosswalk

Youth Ambassadors - 5/25/2023





CHARACTER: WHAT IS THE CULTURAL IDENTITY OF PICO RIVERA?

- ITS QUIET (IN A GOOD WAY)
- THE PEOPLE
- MEXICAN CULTURE

↓
DOESN'T LOOK LIKE IT
WHEN YOU GO AROUND

↓
NEED MORE COLOR

CREATIVITY: HOW CAN WE INCORPORATE ART AND ARTISTS IN THE DESIGN PROCESS?

Alternative Question to ask from Group
Question: How do you feel about our community

CREATIVITY: HOW CAN WE INCORPORATE ART & ARTISTS IN THE DESIGN PROCESS?

- artist & art student partnership
- paint streets & crosswalks
- architecture
- promote business/restaurants through art and new paint
- flowers & COLOR
- paint buildings with COLOR
- doors
- murals that represent Pico Culture

CONNECTIONS: WHICH STREETS/PARKS/PATHS FEEL SAFE? WHAT AREAS NEED IMPROVEMENT?



- smith park
- pico park
- trails by river bed

city



- passing bridge (walnut)
- from state park to montebello

CHOICE • WHAT ARE THE DIFFERENT SUSTAINABLE LIFESTYLE OPTIONS, LOCATIONS, MODES OF TRANSPORTATION, TYPES OF BUILDINGS YOU WOULD LIKE TO SEE?

- Lime Scooters / electric scooters / bikes
- Walkable
- Larger / wider sidewalks
- More sidewalks & connectivity
- More lighting
- Smoother roads / cover potholes
- more art / street art / murals
- concerts / bandshells / stadiums

CONTEXT • HOW CAN THE PLAN IMPROVE THE HEALTH & WELLNESS OF THE PEOPLE WHO LIVE AND/OR WORK IN PICO RIVERA?

- MAKE IT SAFER
- SAFER SIDEWALKS (BROKEN PAVING)
- BIKE LANES SO DON'T NEED TO RIDE ON SIDEWALK
- ELECTRIC CHARGERS IN LOTS
- LIGHTING (PARKS + PUBLIC SPACES)
- SPACES FOR YOUTH (E.G. ARCADE)
- NEER SITDOWN RESTAURANTS
- SPORTS ARENA } LIGHTING INDOOR w/ ROOF
- MAKE IT EXCITING
- COLOR TO ACTIVATE SPACES (ALLEYS LOOK UNSAFE)
- AQUARIUM
- TRAFFIC LIGHTS FOR BIKES
- FOR WALKING PATHS
- MOOD LIGHTS
- PROGRAMMED w/ MUSIC
- OBSTACLE COURSE

CHARACTER • WHAT IS THE CULTURAL IDENTITY OF PICO RIVERA?

- Pico Mansion Access
- horse paths
- community
- sports arena

CONNECTIONS • WHICH STREETS / PARKS / PATHS FEEL SAFE? WHAT AREAS NEED IMPROVEMENT?

- Passon Street (sheriff station nearby) } security / feel more secure
- Beverly Road (lots of cameras) / just the road
- Washington Street (nice houses)
- Alleys / no lighting / needs better lighting | more people to activate
- Smoother roads

CONTEXT: HOW CAN THE PLAN IMPROVE THE HEALTH & WELLNESS OF THE PEOPLE WHO LIVE AND/OR WORK IN PICO RIVERA?

- Trail by the river bed (San Gabriel River)
- Better Quality side walks
- Bowling Alley
- Sport / Recreation areas
- Basketball court
- Arcades
- Youth-related recreational / spaces
- Safer buses / public transportation
- More benches / coverings for bus stops
- Dog parks
- public pool
- Water areas to cool (ex. Montebello)
- animal zoos / petting zoo
- more parks (gardens / visual / sensory areas)
- more ponds
- outdoor malls

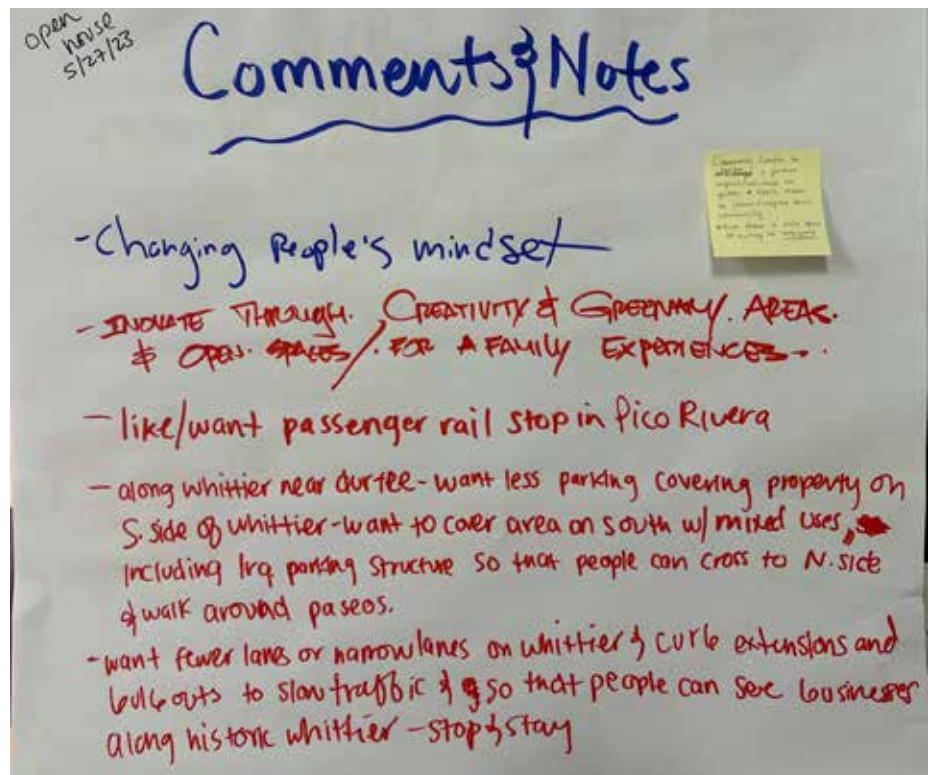
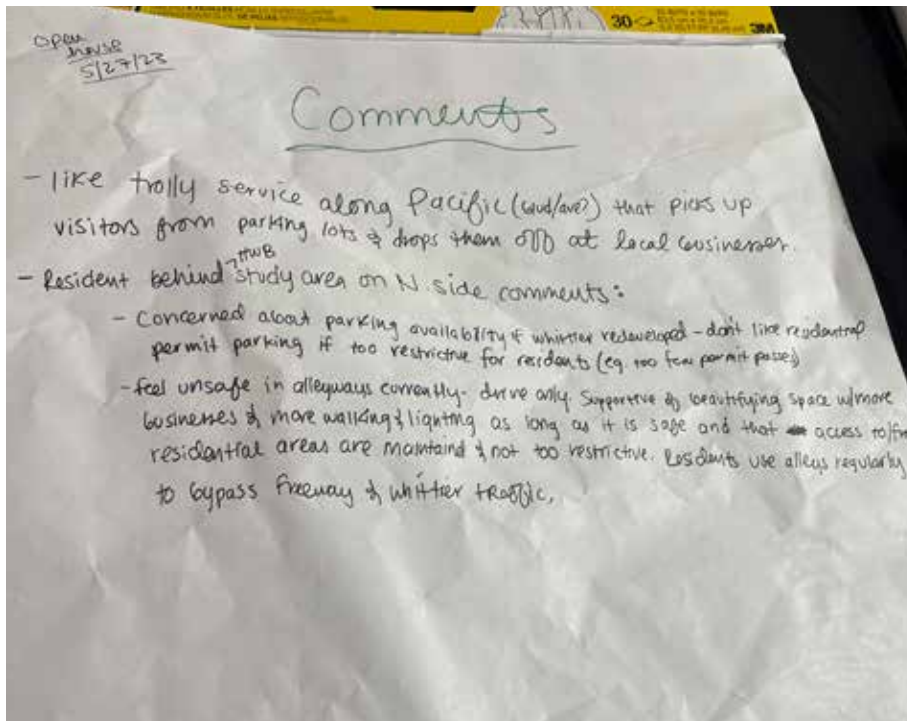
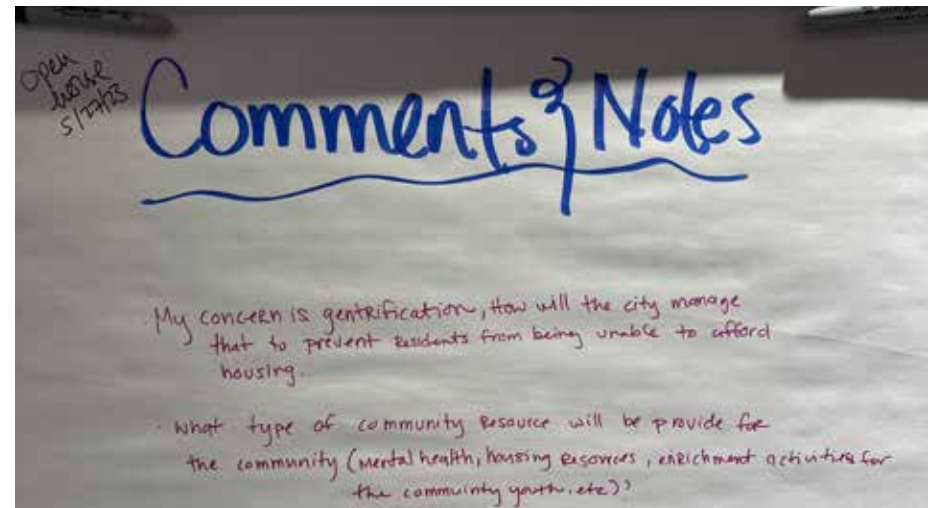
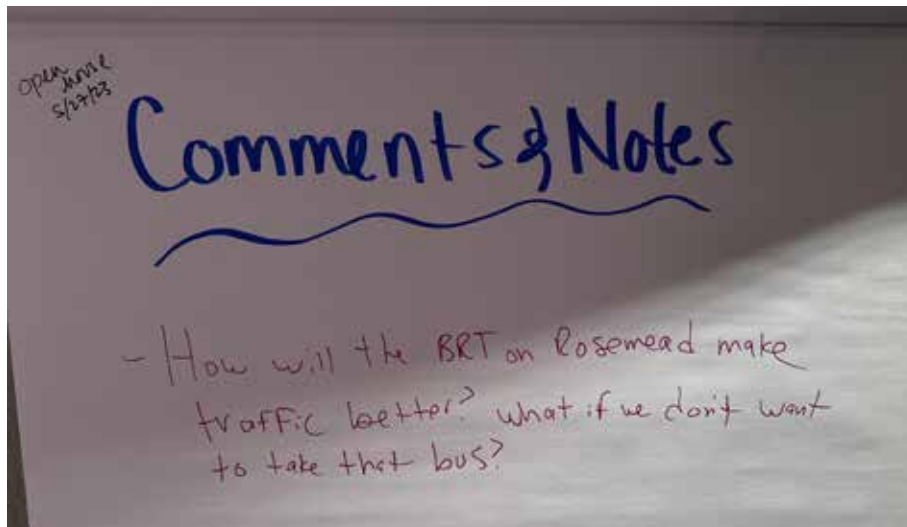
CHARACTER: WHAT IS THE CULTURAL IDENTITY OF PICO RIVERA?

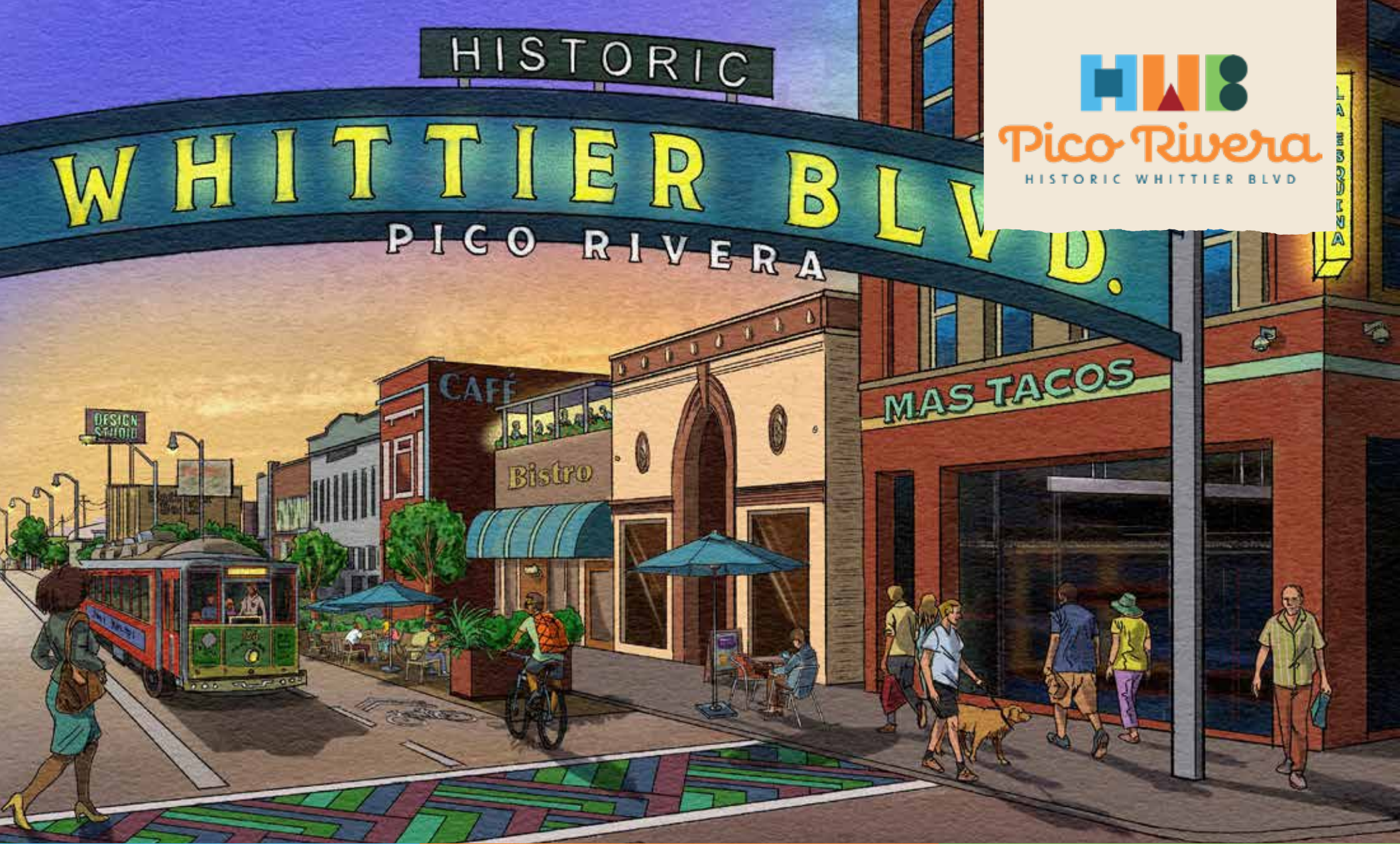
- Mexican
- Latino/a/x / Afro / African
- sometimes caucasian
- El Rancho
- Sports Area / Dancing
- Banda
- Town-center / store fronts
- Tacos
- Fruit stands (grapes)

CHOICE: WHAT ARE THE DIFFERENT SUSTAINABILITY LIFESTYLE OPTIONS, LOCATIONS, MODES OF TRANSPORTATION, TYPES OF BUILDINGS YOU WOULD LIKE TO SEE?

- FOOD VARIETY (E.G. PERUVIAN)
- CULTURAL DIVERSITY
- MALL
- ARMY RECRUITMENT CENTER
- SKATE PARKS
- MORE TREES
- (MAKE) ROOF GARDENS
- TALLER BLDGS W/ PUBLIC LOOKOUT
- SHARED SCOOTERS
- BETTER BUSES
- ENTERTAINMENT SPOTS
- ↓
- MAKE YOUR OWN MUSIC

Open House 5/27/2023





With: CivicWell, Fehr & Peers, EPS, DayOne

