

ENGAGEMENT SUMMARY

HWB Specific Plan Phase I: November 2022 - June 2023



Outreach & Engagement Overview



30+ Events

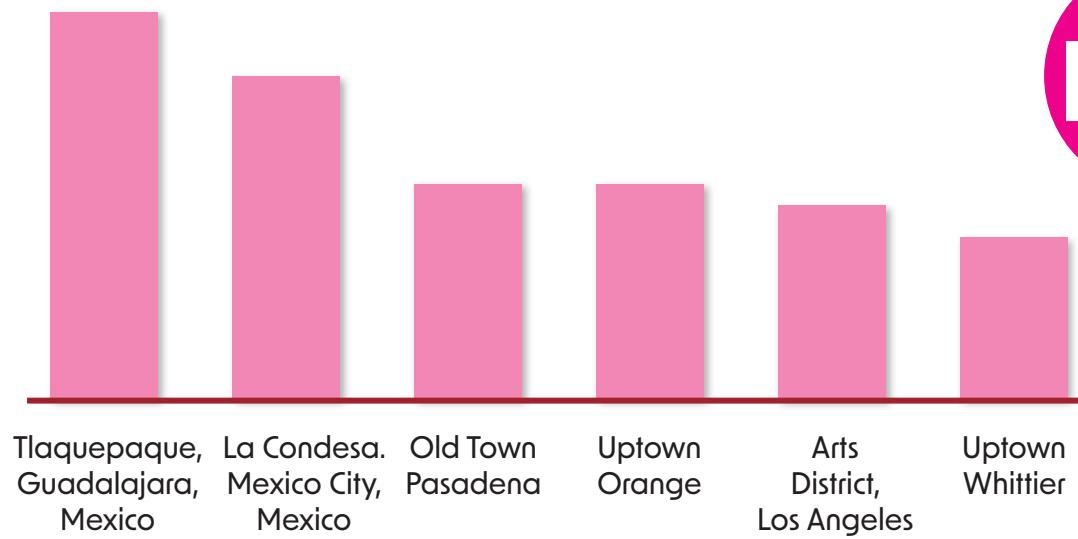
City Tours, Farmer's Markets, City Council Meetings, Town Halls, and City Festivals. Including regular posts, comments, and responses on social media & public broadcast channels

Approximately 2,000 people engaged!

Community Feedback on Desired Improvements & Placemaking:

BRANDING AND PLACEMAKING

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

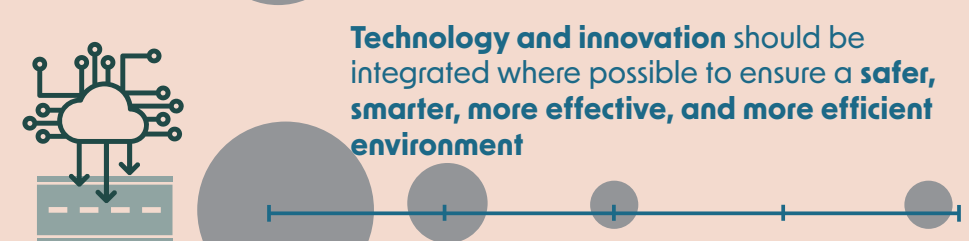
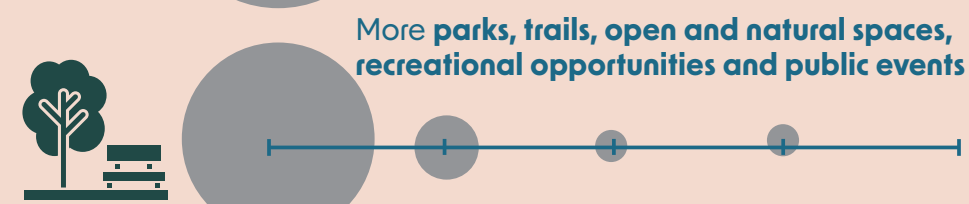
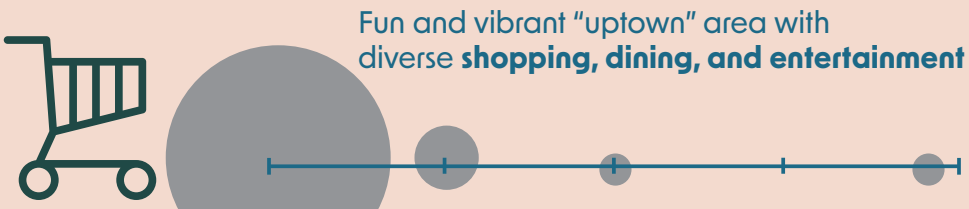
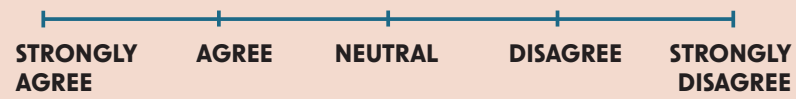


Buildings and Trees Frame Public Space | Pedestrian Paseos and Street Activities | Public Art for Unique Placemaking | Colorful and Interesting Buildings

Online Survey #1

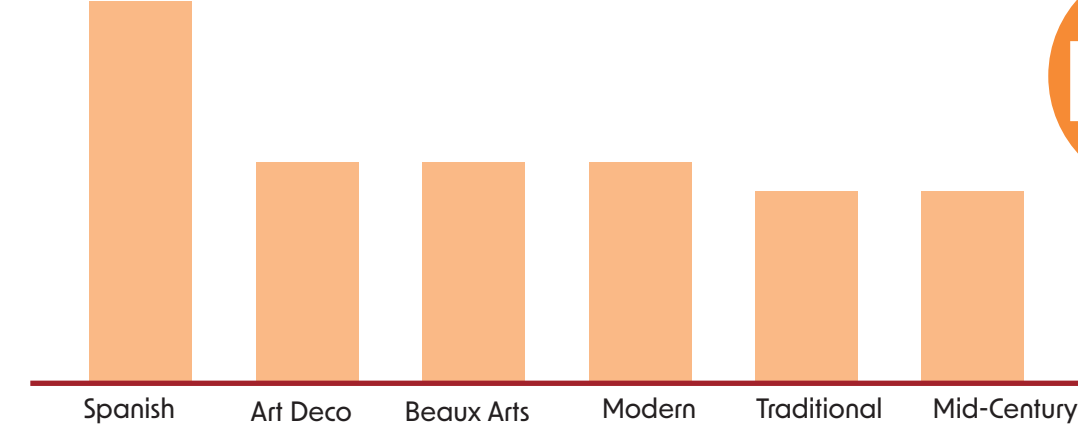
166 Completed Responses

Questions were on a agree / disagree scale:



DEVELOPMENT AND ARCHITECTURE

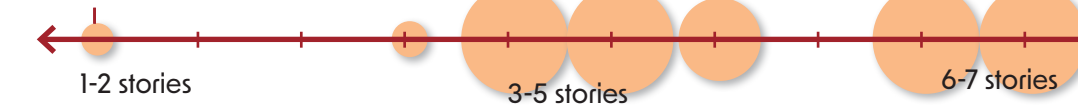
Architecture Style



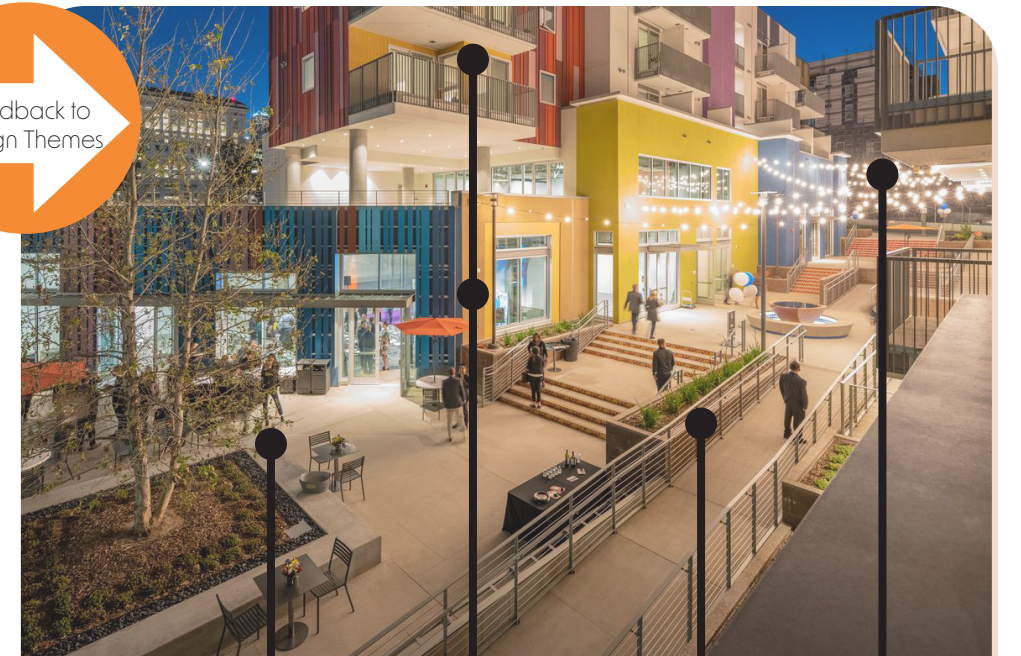
Land Uses



Density



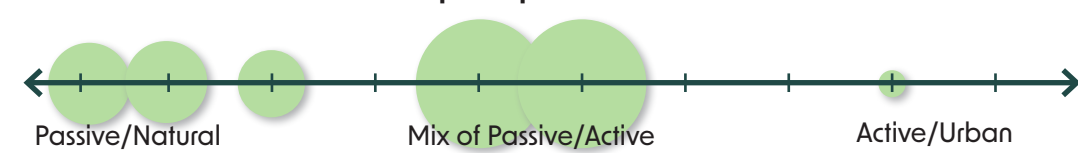
Historic vs. Modern



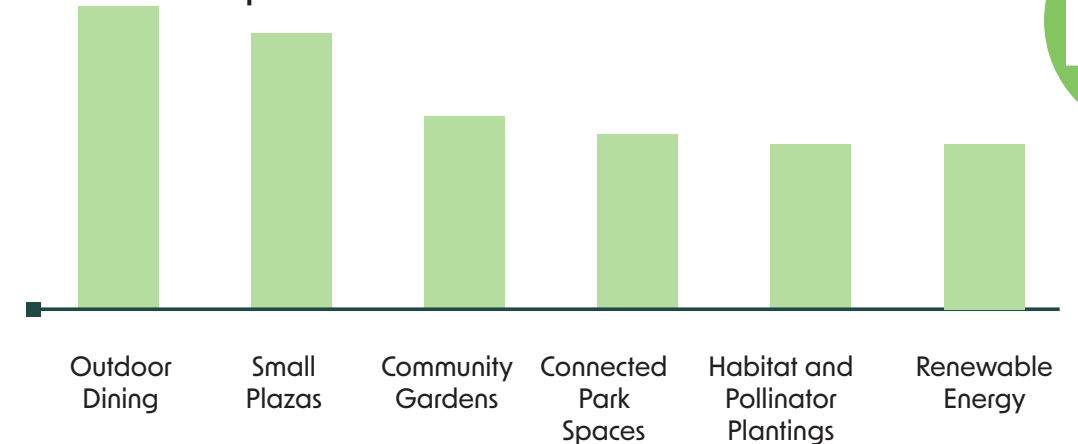
Variety of Heights and Uses (Commercial & Residential) | Mix of Materials and Colors | Plaza Spaces with Lighting | Max Building Height (4-6 stories)

OPEN SPACES AND RECREATION

Preference for Character of Open Space



Preference for Specific Elements



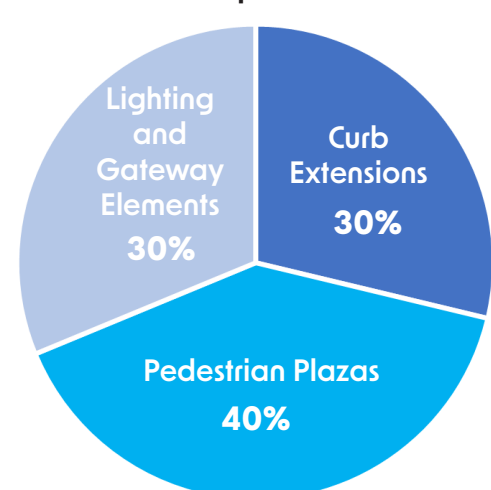
Other Elements with low votes: interactive art, urban play elements, small playgrounds



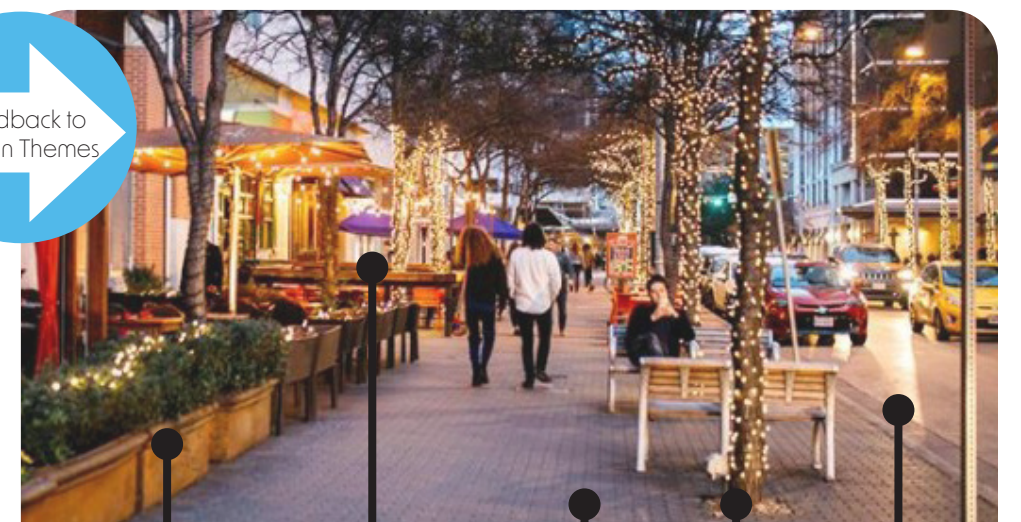
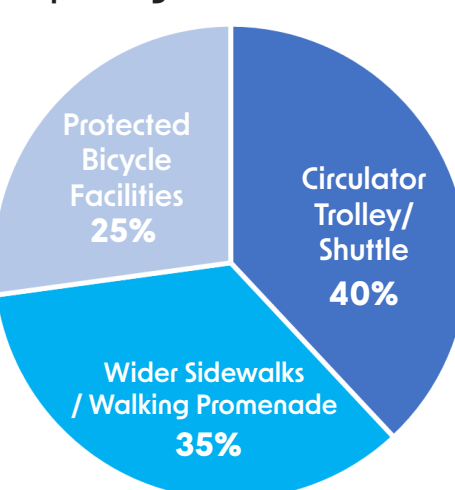
Green Elements | Natural and Urban Features | Small Plaza Space | Tables and Benches

MULTIMODAL TRANSPORTATION

Intersection Improvements



Updating Whittier Blvd.



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

Preference for Parking:



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

