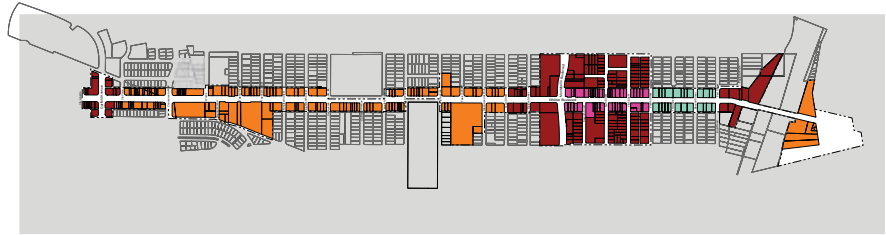


Whittier Boulevard Corridor Development Code & Streetscape

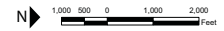
Montebello, CA



Whittier Boulevard is the central arterial corridor spanning Montebello between East Los Angeles and Pico Rivera. Post-freeway suburban evolution and 1971 earthquake damage sapped vitality from the corridor. FTB was selected to prepare a Specific Plan and a subsequent corridor streetscape project. Through a public workshop process, the Plan proposed policy changes and design improvements for mixed-use residential and downtown segments along the corridor to restore it as a vital heart of the City.



(T5)	2.1.3 TOWN CENTER - CORE	(T3)	2.1.9 RESIDENTIAL PARKWAY SEGMENT
(T6)	2.1.4 TOWN CENTER - NEIGHBORHOOD	(T3)	2.1.10 RESIDENTIAL TRANSITION ZONE
(T5)	2.1.5 NEIGHBORHOOD CENTER		● CORNER ENTRY REQUIRED (SEE SECTION 2.4.3)
(T4)	2.1.6 TOWN CENTER BOULEVARD SEGMENT		○ SPECIFIC PLAN AREA BOUNDARY
(T4)	2.1.7 NEIGHBORHOOD BOULEVARD SEGMENT		○ SPECIFIC PUBLIC OPEN SPACE (SEE SECTION 2.6.2)
(T3)	2.1.8 NEIGHBORHOOD PARKWAY SEGMENT		■ RESIDENTIAL REQUIRED (SEE SECTION 2.1.4)



A map of the two mile long east-west Whittier Boulevard corridor showing its sub-district segmentation.

BEFORE

- Whittier Boulevard was a “strip” corridor struggling with disinvestment, yet its downtown segment was the historical heart of the city.



Whittier Boulevard before streetscape improvements.

ASSIGNMENT

- Prepare a Specific Plan to enable mixed uses, improve design controls, and define capital improvements to attract new investment. Update zoning controls with a form-based format.
- Design a streetscape concept to support corridor uses and character; reconfigure two city parking lots to be usable as special events plazas.

OUTCOMES

- Planning work began in May 2001. The community workshop series was successfully completed and a Draft Plan document was submitted in 2002.
- The City directed the FTB team to begin streetscape and parking lot improvement design in 2003. Phase I improvements (0.6 miles) were constructed in 2006. The project received the 2007 Southern California Chapter of the American Public Works Association Project of the Year Award for cities of 50,000–100,000 in population. Phase II improvements were completed in 2010.
- With major elements of the revitalization strategy implemented, in 2009 the City directed FTS to update the corridor’s zoning. FTS prepared a draft Development Code in a form-based format which is currently under City review.

CLIENT: City of Montebello, CA

IN COLLABORATION WITH: Conley Consulting Group (economics), AAE Inc. (civil engineering), SFE/Landscape Architects, Rempel Architects, Dream Engineering (electrical engineering)

FTB: When the streetscape project was completed, the firm name was Freedman Tung & Bottomley (FTB).

2.3.2 Special Building Height Limits

1) Definition

Special Building Height Limits restrict the maximum height of structures to maintain an appropriate building scale in specified locations.

2) Along Street Facades

a) Whittier Blvd. and Montebello Blvd.

- The maximum height of development along Whittier Blvd. and Montebello Blvd. shall be limited for a distance of fifteen (15) feet as measured from the Street Facade as shown in Fig. “2.3.2. Special Building Height Limits – 2) Along Back-of-Sidewalk” (to locate Back-of-Sidewalk see section 2.4.2.b).
- The maximum Height in these locations shall be as specified by District.

b) All Other Streets.

- The maximum height of development along all streets except Whittier Blvd. and Montebello Blvd. shall be limited for a distance of thirty (30) feet as measured from the Street Facade as shown in Fig. “2.3.2. Special Building Height Limits – 2) Along Back-of-Sidewalk” (to locate Back-of-Sidewalk see section 2.4.2.b).
- The maximum Height in these locations shall be as specified by District.

3) Along Side Facades

- The maximum height of development shall be limited for a distance of ten (10) feet as measured from side facade as shown in Fig. “2.3.2. Special Building Height Special Building Height Limits – 3) Along Side Property Lines”
- The maximum Height in these locations shall be as specified by District.

4) Across the Street From Residential Zones

- The maximum height of development shall be limited for a distance of thirty (30) and eighty (80) feet respectively as measured from the Street Facade as shown in Fig. “2.3.2. Special Building Height Special Building Height Limits – 4) Across the Street from Residential Zones.”
- The maximum Height in these locations shall be as specified by District.

5) Abutting Residential Zones

- The maximum height of development shall be limited for a distance of thirty (30) feet as measured from the side facade as shown in Fig. “2.3.2. Special Building Height Special Building Height Limits – 5) Abutting Residential Zones.”
- Where this regulation applies, the 2.3.2 Special Building Height Limits – 3) Along Side Facades is note required.
- The maximum Height in these locations shall be as specified by District.

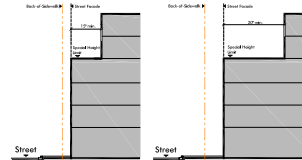


FIG.2.3.2 SPECIAL BUILDING HEIGHT LIMITS

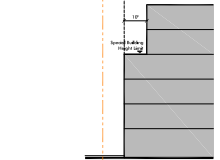


FIG.2.3.2 SPECIAL BUILDING HEIGHT LIMITS

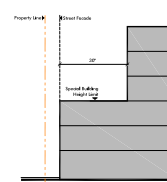


FIG.2.3.2 SPECIAL BUILDING HEIGHT LIMITS

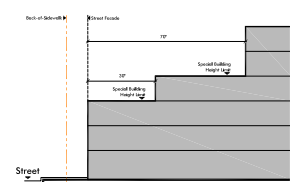


FIG.2.3.2 SPECIAL BUILDING HEIGHT LIMITS

Example of form-based controls – height and upper level setbacks.



View of the streetscape and landmark improvements completed in 2007. New trees and streetlights are located to visually “narrow” the wide road, strengthen its “grand boulevard” character and enhance pedestrian comfort. Civic sign pylons are used to create gateways and landmarks at special places along the corridor.