

Whittier Boulevard Specific Plan and Streetscape

Montebello, CA



East-west Whittier Boulevard traverses two miles through the center of Montebello, connecting it to neighboring East Los Angeles and Pico Rivera. Freeways, shopping malls, economic decline, single-use zoning and damage from the 1971 earthquake sapped the vitality from the corridor and its downtown portion. FTB was selected to prepare a Specific Plan and subsequent streetscape improvement project. Through a public workshop process, the Plan envisioned the revitalization of Whittier Boulevard through policy changes and design improvements that define and support mixed-use residential and downtown segments along the corridor and restore it as a vital heart of the City.



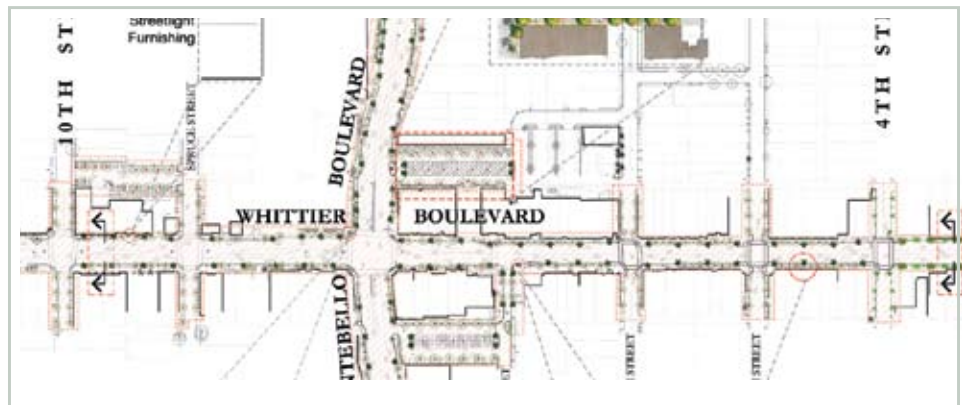
View of completed streetscape and landmark improvements. Trees and streetlights are located and sized to visually "narrow" the wide arterial road, strengthen boulevard character, and enhance pedestrian comfort.

BEFORE

- Whittier Boulevard was an unattractive, auto-oriented "strip" corridor struggling with disinvestment, yet its downtown segment was the historical and physical heart of the city.



Whittier Boulevard Before Streetscape Improvements.



Plan view of street and landmark improvement concepts within the downtown segment of the Whittier Boulevard corridor. Each segment is tailored to support its land use and district character.

ASSIGNMENT

- Prepare a Specific Plan to enable mixed-use, improve design controls, and define capital improvements to attract new investment.
- Design streetscape improvements to support the Plan's proposed land uses and corridor character. Reconfigure two city parking lots to enable their use as special events plazas.
- Prepare "First Phase" construction documents.

OUTCOMES

- The Administrative Draft Specific Plan is under review by the City.
- Streetscape improvements completed in October 2006
- Streetscape received Southern California Chapter of the American Public Works Association Project of the Year Award for cities of 50,000 – 100,000 in population.

CLIENT: City of Montebello, CA

IN COLLABORATION WITH: Conley Consulting Group, AAE Inc., SFE/Landscape Architects, Rempel Architects, Dream Engineering

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



Distinctive entry sign features announce gateway locations at the east and west ends of the Whittier Boulevard corridor. Related crossings landmark marks the intersection of Whittier and Montebello Boulevards.