

Whittier Boulevard Specific Plan

Whittier, CA

FREEDMAN
TUNG
AND
BOTTOMLEY

The Whittier Boulevard Specific Plan instigates the restructuring of one of California's most ubiquitous street types – the commercial strip. This corridor revitalization plan transforms a seven-mile stretch of undifferentiated commercial highway into five distinct segments – each with an individual identity, a clear market focus, and compatible land uses. The plan proposes a distinct boulevard treatment that is appropriate for the envisioned land uses and building types for each corridor segment.



Perspective view of the pedestrian-oriented streetscape treatment of a shopping cluster along the boulevard.

BEFORE

- Whittier Boulevard is the major east-west arterial "spine" of the city
- The corridor was over-zoned for commercial use, stretching the retail market too thinly and resulting in sporadic disinvestments, underutilized buildings and vacant properties



Whittier Boulevard prior to the Specific Plan



Example of a streetscape treatment to support a shopping cluster.

ASSIGNMENT

- Starting with a public workshop process, FTB developed regulatory tools, recommendations for catalyst projects – including streetscapes and other improvements – and an overall strategy to revitalize the corridor. The plan provides incentives and direction to private investors to reshape Whittier Boulevard according to the community's vision

OUTCOMES

Plan reviewed and adopted in 2005

- Since the Plan's adoption, the City has received and approved numerous applications for new mixed-use development at key sites along the corridor

CLIENT: City of Whittier (Community Dev. Dept.)
IN COLLABORATION WITH: Comprehensive Planning Services, Keyser Marston Associates, Blodgett Baylosis Associates



Within residential areas, locations for convenience stores are provided at key intersections.



A streetscape treatment that creates an appropriate setting for residential uses.