

# 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.