

City of Whittier Important Phone Numbers

- City Hall: (562) 945-8200
- Business License: (562) 464-3315
- Code Enforcement: (562) 464-3415
- Community Development: (562) 464-3380
- Community Services: (562) 464-3430
- **Graffiti Hotline: (within Whittier): (562) 464-3540**
(unincorporated): (800) 675-4357
- Library: (562) 464-3450
- Police: (562) 945-8250
- Public Works: (562) 464-3510

For additional information on Economic Development in the City of Whittier, please contact Angelica Frausto, Business Development Manager at (562) 464-3380.

www.cityofwhittier.org

Spotlight on City Projects

Parnell Park Community & Senior Center Now Open

The new Parnell Park Community and Senior Center offers programs for everybody - from computer classes to fitness classes and preschool classes for your little ones. The seniors will be busy with various activities such as dancing, weekly movies, field trips and more! The new Community and Senior Center also includes a satellite branch of the Whittier Public Library. Parnell Park Community and Senior Center is located at 15390 Lambert Road. For more information on the programs offered, please call the City of Whittier Community Services Department at (562) 464-3430.



City of Whittier
13230 Penn Street
Whittier, CA 90602

City Council
Greg Nordbak, Mayor
Cathy Warner, Mayor Pro Tem
Bob Henderson, Council Member
Douglas M. Lopez, Council Member
Owen Newcomer, Council Member

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Growing Whittier

Planning the Future, Preserving the Past

An Economic Development Newsletter Published by the City of Whittier

New Whittier Eateries Open and Under Construction

Uptown Whittier is abuzz with new restaurants! The Coffee Bean and Tea Leaf, located at 7201 Greenleaf Avenue had their Grand Opening celebration on February 24, 2006, and the district manager has shared that they are pleased with sales, which exceeded original projections. Red Oak BBQ and Capri's



Creperies also opened recently in Uptown Whittier. Regardless of whether it is lunchtime or dinnertime, Red Oak seems to be constantly busy. A new Italian restaurant is planned next to the multi-deck parking structure and will be called IL Madrigale. The developer is scheduled to begin construction later this year.

More national food chain restaurants are also making their way to Whittier. Chili's Restaurant is starting construction on a new 6,236 square foot building at The Quad Shopping Center. It will replace the Grand Buffet, which has relocated to the Whittier Marketplace and is renamed Ni's Buffet. Red Robin Restaurant, another easily recognized restaurant, will join the Whittwood Town Center. They will be housed at the Santa Gertrudes Avenue entrance where grading has already been completed and building construction has started.



Speaking of the Whittwood Town Center, the food court is under construction at the east end of the site. Tenants secured for the food court include Pick Up Stix and Panera Bread. Pick Up Stix is known for their "wok'd fresh," cooked to order Chinese food. Panera Bread offers fresh baked bread, daily soups and a variety of sandwiches, hand-tossed salads and more. Another restaurant joining the Whittwood family is the International House of Pancakes (IHOP). The former Coco's Restaurant building is currently being remodeled for IHOP.



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Moving Right Along

State Reviewing Bids for the Nelles Site

After negotiating with the State of California for 15 months, the City together with its development partners, Brookfield Homes and Lewis Operating Companies, were unable to successfully come to price and sales terms for the purchase of the 73.8-acre site.

The State of California is currently reviewing bids that were solicited through a Request for Proposals (RFP) process for the sale of the site with a minimum bid of \$106.6 million.

Regardless of the developer selected to develop the site, the City of Whittier will control the land use and design approvals for the site.

Whittwood Target Sales Exceed Projections

Target has reported that their sales exceeded projections during the Christmas season for the new store at the Whittwood Town Center. And, from the looks of the busy parking lot, it is expected that Target will continue to do well. The Whittwood Target is by far the nicest store in the area. Shoppers can indulge in their favorite coffee drink from Starbucks, which is conveniently located inside the store, and get lost in the endless aisles of merchandise for every lifestyle and need.



City Combats Graffiti

Over the past year, the City has experienced a significant increase in graffiti and the City Council is aggressively looking for ways to combat the public nuisance. Currently, the City offers a \$500 reward to anyone who tips the police on graffiti perpetrators that are caught and convicted. The Uptown Association funds an additional \$500 reward for those captured in the Uptown area. Council recently directed City staff to plan a series of community meetings where the public will be invited to participate in a discussion on graffiti prevention, abatement and enforcement. With the help of a facilitator to lead the discussion and gather input from interested persons, a report with recommendations will be submitted to City Council for consideration and action. Look for public notices on the upcoming meetings or call (562) 464-3301 for more information.

Greenway Trail Moving Forward

With grants received from the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy and Congressman Gary Miller, the City hopes to extend the Greenway Trail from the west City boundary at Pio Pico State Historic Park and the San Gabriel River Bike Trail to Valley Home on the east City boundary. The Greenway Trail will offer bikers and hikers over five miles of enjoyment and transform the abandoned railroad right-of-way into a beautifully landscaped bikeway and pedestrian path. The project is expected to be completed in two phases. The first phase includes the completion of the trail from Mills and Lambert to Pioneer Boulevard by the Fall of 2007. The second phase includes the extension of the trail to Valley Home on the east City boundary and is anticipated to be completed in 2009.

Did You Know?

- President George and Mrs. Barbara Bush, and George W. all lived in Whittier in the late 1940's.
- Whittier offers 19 parks totaling over 400 acres of recreation opportunities.
- Uptown Whittier was featured in *Sunset Magazine* as a "Southern California Day Trip" in its February 2006 issue.

Planning Building & Corner

City Maintains a Historical Home Survey

The many historic properties located throughout Whittier play an integral role in defining the City's heritage. These properties are identified on the City's historic survey, while some are also located within the Central Park, College Hills and Hadley-Greenleaf Historic Districts.

In an effort to preserve the integrity and character of these historic properties and districts, a Certificate of Appropriateness application must be filed with the City's Planning Division for review and approval by the Historic Resources Commission before proceeding with exterior alterations such as additions and window replacements.

For more information about the Certificate of Appropriateness application process, or to find out if your property is listed on the City's historic survey or located within a historic district, please contact the Planning Division at (562) 464-3380.

Whittier Boulevard Specific Plan

In the summer of 2005, the City Council approved new zoning along the commercial portions of Whittier Boulevard. This zoning set forth five zoning areas: the Gateway Segment, Workplace District, Shopping Clusters, Commercial Expansion/Auto Sales Segment and Neighborhood Spine. This new zoning clusters specific land uses into distinct districts. For example, in east Whittier, multi-family housing is permitted along Whittier Boulevard. The Plan also includes street and landscape design enhancements to Whittier Boulevard. The City is now working on creating a method to fund street lighting and median improvements along Whittier Boulevard. These improvements will provide a significant enhancement to the Boulevard.

Uptown Specific Plan

An urban design and planning firm has been hired to update the Uptown Specific Plan. The update will occur over the next 9 to 12 months and will focus on encouraging well-designed new investment in the Uptown area. Appropriate land uses throughout the Specific Plan area will be evaluated as well as the parking and infrastructure needs for the future. Design guidelines will also be updated to reflect community desires and business needs. If you are interested in providing input throughout the community participation process, please contact the City of Whittier Community Development Department at (562) 464-3380.

News In-Brief

Whittier College Supports the Whittier Economy

Whittier College, the fifth largest private employer in the City, plays a significant role in the local economy. A study conducted by Economics and Business Professors at the College found that one out of every 100 employees in the City works for the College, and \$1 out of every \$100 in retail spending in the City is spent by College employees and students. Furthermore, the 1,350 students on campus spend an average of about \$950 each year in Uptown Whittier alone, with a total spending of \$2,300 per year in the City. This is spending that is brought into the City by the College, since nearly all of the students come from outside of Whittier.



Congresswoman Sanchez Obtains Grant to Improve the Whittier Blvd. Streetscape

A grant obtained by Congresswoman Linda Sanchez will be used to improve the Workplace District of Whittier Boulevard. The improvements include curb cuts, landscaping, and a meandering pathway. The purpose of these improvements is to direct the storm water runoff from the street and storm drains to an attractive median parkway where the water will be allowed to percolate in the landscaped areas, recharging our aquifer and reducing the amount of contaminated storm water reaching the ocean. The improvements will cover about a one-mile stretch on Whittier Boulevard from Washington Boulevard to Philadelphia Street.

Toyota of Whittier Expands

Auto dealerships are important for cities as they bring in significant sales tax revenues to the City to fund community services. Whittier is fortunate to be home to a number of dealerships. Toyota of Whittier recently purchased the neighboring mortuary to the west of their dealership and demolished the mortuary building this past February. Toyota plans to expand their site by 18,300 square feet, increasing their dealership to a total of 2.89 acres.

