

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 Hotlines - within Whittier: (562) 464-3540**
- Unincorporated: (800) 675-4357 or (562) 946-6468
- 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 • www.insidewhittier.com

Spotlight on City Projects City Continues its Fight Against Graffiti

Graffiti vandalism has a significant negative impact on the quality of life for residents and businesses. Over the last few months, there has been significant progress in the City's effort to combat graffiti. After a series of community meetings and recommendations presented, the City Council voted to set aside funds to schedule graffiti abatement personnel over seven days, rather than over the five weekdays and to purchase additional abatement equipment to supply the crew. Additionally, the City Council approved another \$46,000 in the annual budget for the following highest priorities: 1) education campaign; 2) more lighting in Uptown; 3) camera program (portable video surveillance equipment); 4) Graffiti Tracker (analytical technology system); and 5) youth programs. These efforts will be positive in the fight against graffiti.

Report graffiti immediately to the City's Graffiti Hotline: (562) 464-3540 or if you see graffiti in progress, call the Police Department 24-hours a day at (562) 945-8250.



City of Whittier
13230 Penn Street
Whittier, CA 90602

City Council
Cathy Warner, Mayor
Owen Newcomer, Mayor Pro Tem
Bob Henderson, Council Member
Greg Nordbak, Council Member
Joe Vinatieri, Council Member

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Growing Whittier

Planning the Future, Preserving the Past

An Economic Development Newsletter Published by the City of Whittier



Illustrative perspective view: New retail and residential mixed-use building at the corner of Greenleaf and Wardman in Uptown.

New Specific Plan will Provide a Sense of Place in Uptown

Earlier this year, the City contracted Moule and Polyzoïdes, an urban design and planning firm, to create a new Uptown Whittier Specific Plan, which will provide guidelines for well-designed new investment and help to revitalize

the area. Led by Stefanos Polyzoïdes, the Uptown Specific Plan consultant team includes experts from across the country.

To date, the firm conducted a design charrette that included a series of community meetings and workshops and has submitted the draft administrative plan. One of the proposed changes in Uptown is to move from traditional land use zoning to form-based codes. Form-based codes focus on the visual aspects of development; for example, how a proposed building fits with the existing buildings and street. Other concepts presented include a "park once" parking strategy; wider sidewalks to provide for a more pedestrian friendly environment; and more residential housing so as to support the businesses and provide for a culture that promotes a sense of place.

Moule and Polyzoïdes is expected to submit the final draft of the Specific Plan by the end of October, at which point an Environmental Impact Report (EIR) must be produced and circulated for review. The EIR will have a 45-day public review period and it is expected that the adoption of the new Uptown Specific Plan will take place by March 2007.

The enthusiasm and participation in the creation of the new Specific Plan by the community have been inspiring. The City is looking forward to seeing the transformation of Uptown and the return of a thriving business district.



Illustrative perspective view: Neighborhood grocery store with residential above on Philadelphia in Uptown. Renderings courtesy of Moule & Polyzoïdes Architects and Urbanists

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Moving Right Along

Twenty-five New Stores and Restaurants Open at Whittwood Town Center

Work continues at the 65-acre Whittwood Town Center, with new retailers opening alongside the long-time Whittier favorites who have remained. Approximately 25 new stores and restaurants have been added to date, including Red Robin and the International House of Pancakes (IHOP), which recently opened their doors to customers at the completely renovated Whittwood.

Upcoming retailers who are expected to open by year-end at the 760,000 square foot center

include Beach Bums, Daniel's Jewelers, Merle Norman Cosmetics, Cost Cutters, Face Logic, Cingular Wireless, Fragrance Center, Dr. Java, Edible Arrangements, Dip-pin Dots, Golden Spoon Frozen Yogurt, Maui Hawaiian BBQ, Wing Stop and

Johnny Carino's Italian restaurant.

Red Robin is best known for great gourmet burgers and family-friendly environment. The most popular burgers on their menu are the Gourmet Cheeseburger and the Royal Red Robin, which is topped with a fried egg. Red Robin also offers a



full bar. Famous for their Rooty Tooty Fresh 'N Fruity breakfast and pancakes, the Whittwood IHOP is open until midnight to accommodate the late night crowd.

Whittwood was originally built in 1955 as an open-air center. In the late 1970s, it was converted to an enclosed mall, but was never renovated after its enclosure. LNR Property Corporation began in August of 2002 to redevelop the property and has taken it back to its open-air setting. The center has been a part of the Whittier community for 50 years and with its new look and new tenants, Whittwood Town Center is ready for 50 more.

New Homes at Whittwood

Ravello, a gated neighborhood of 114 Spanish, colonial and craftsman inspired townhomes, is currently under development by MBK Homes in the recently renovated Whittwood Town Center. Ravello offers 5 livable, 2-story floorplans ranging from approximately 1,664 to 1,834 square feet, with up to 4 bedrooms, 4 baths and convenient 2-car attached garages.

The neighborhood will feature a gated pool and spa, tot lot with play equipment and courtyards throughout the communi-



ty with picnic tables and barbecues. The Ravello sales gallery is currently anticipated to open this fall, with a model grand opening slated for the summer of 2007. Once the sales gallery opens, more detailed sales information will be available and an MBK new home consultant will be on hand to answer any questions.

Additional information regarding the project can be found on MBK's website: www.mbkhomes.com.

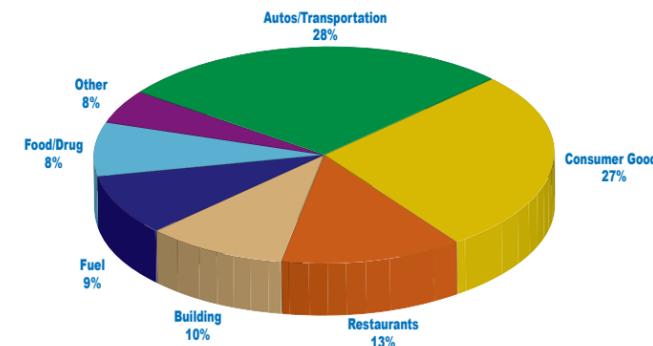
City of Whittier Economic Profile

Sales Tax Update and Revenue Comparisons

The first quarter sales tax representing January – March 2006 sales was 27% higher than the same quarter one year ago. The gross receipts were \$2,228,003 in the first quarter. The revenue comparison below demonstrates the growth in sales between Fiscal Year 2004-05 and 2005-06.

Fiscal Year	2004-05	2005-06
Gross Receipts	\$8,647,855	\$9,426,068

The pie chart below shows the revenue groups that make up the sales for the City of Whittier. Historically, the automotive dealers provide the largest sales tax revenue by business group at an average range of 23% to 28%. Other groups that contribute 10% or more to the General Fund include consumer goods at 27%, restaurants at 13%, and building goods at 10%.



Number of New Businesses Increases from 2005

Over the past year, there was an increase of over 700 new businesses in the City. As the City looks to expand and diversify the economy, it is expected that the number of new businesses will continue to increase in future years.

	No. of Active Businesses
July 31, 2005	5,886
July 31, 2006	6,623
Increase in new businesses	737

Whittier's Employment Rate Higher than Surrounding Cities

The City's employment rate is better than Santa Fe Springs, Pico Rivera, Los Angeles County and even the state. The following table illustrates Whittier's unemployment rate, which is considerably lower than the above-mentioned jurisdictions.

Unemployment Rate	
Whittier	3.6%
Santa Fe Springs	4.2%
Pico Rivera	4.4%
Los Angeles County	5.1%
State of California	4.8%

California EDD Data for July 2006, released August 18, 2006

News In-Brief

New Medical Office Building

Presbyterian Intercommunity Hospital (PIH) is thriving as many hospitals throughout Los Angeles County are in decline. Plans have been submitted for a new medical office building consisting of 5 floors and 100,000 square feet off of Putnam Street between Whittier and Washington Boulevards. PIH is a resource that protects the health and safety of the community while providing quality jobs for the residents of Whittier.



Whittier College Grows

Three buildings are proposed for renovation and expansion at Whittier College. The "Campus Inn," the student dining hall, will expand to 13,950-square feet on the first floor with an additional 15,970-square feet on the second floor. This building will continue to accommodate the student recreation area known as "The Club." The second building will contain a student cultural center, student activities area, student bookstore, student lounge, and on-campus restaurant known as "The Spot." A third building will replace an existing faculty center and contain a total of 5,100-square feet.

Chili's Grill and Bar Opening Soon

Chili's Grill and Bar, slated to open October 26th at The Quad, is excited to introduce the Chili's culture and experience to Whittier. Chili's began recruitment for 120 job openings ranging from food servers to bartenders in early September by setting up a temporary office at the Radisson Hotel in Uptown Whittier. Chili's is part of the Brinker International family which also includes Romano's Macaroni Grill, On The Border Mexican Grill & Cantina, and Maggiano's Little Italy.

Economic Development Strategy Approved

Recently, the Council approved a citywide Economic Development Strategy, to provide a "road map" for a successful Whittier economy. Economic development remains one of the top priorities for the City Council. Prosperous business owners, quality, high-paying jobs, and an increased tax base produce a healthy city. With an increased economic vitality, the City will continue to provide a high quality of life for workers, business owners, property owners and all residents.