#### 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

**Vital Partner to a Vibrant City** — Whittier Public Library



Did you know that a total of 10,264 new items were added to the Whittier Public Library collection during the 2005-2006 fiscal year? During the same period, the Library issued 7,335 new library cards and 2,846 of those cards were issued to children. Did you know the Story Time for preschoolers to Lunch at the Library for adults? And did you know that both the Central and wireless network that provides access to the Internet) for laptop users. Look for the Whittier Public Library for more information.

City of Whittier 13230 Penn Street Vhittier, 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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# Winter/Spring 2007, Issue 3 Planning the Future, Preserving the Past An Economic Development Newsletter Published by the City of Whittier Winter/Spring 2007, Issue 3

### **Whittier Area Chamber of Commerce Assists City in Economic Development Efforts**



at a Wake Up Whitter

#### In This Issue

**New Stores Continue to Open Around the City** 

Commercial Signage/Awnings/Banners

**Public Works & Police Team up to Reduce Graffiti** 

**Whittier Public Library** 

After 93 years of serving the Whittier community, the Whittier Area Chamber of Commerce continues to be a vital partner in economic development. The mission of the Whittier Area Chamber of Commerce is to "promote and develop the economic, cultural and civic welfare of Whittier by offering members superior business networking events, business development, educational opportunities, marketing assistance, and legislative advocacy."

The Chamber provides a wide variety of services for the business community from networking events to workshops and seminars throughout the year. Businesses may gain the most value from the marketing opportunities offered by the Chamber. For businesses that are struggling to get customers in the door, the Chamber's marketing activities will help set you apart from the competition. The Chamber offers free door-to-door flyer distribution, Wake Up Whit tier Table Sponsorships and Plug Passes, listing inthe Chamber Directory and website, and advertising



Supervisor Don Knabe, Natalie Neufeld, Carolyn Reggio, Whittier Area Chamber President, & Denise Estrada, PDQ Rentals

opportunities in the monthly Chamber newsletter. For details on how to become a member or further information on any of these marketing opportunities, please contact the Chamber directly at (562) 698-9554 or check their website at www.whittierchamber.com.

Other services to benefit your business:

Small Business Development Center (SBDC)--Offers free on-site business consulting to Whittier businesses. The SBDC also offers workshops on various topics ranging from starting your own business to financing and marketing your business. (800) 450-7232 www.companyhelp.org

Southern California Edison Free On-site Business Energy Audits--An Edison representative will conduct a review of your business and provide useful tips on how you can save energy and ultimately save money on your monthly bill. (800) 736-4777 www.sce.com

> SASSFA/Partners for Progress WorkSource Center--Provides a variety of employee recruitment and training services for businesses. (562) 946-2237 www.sassfa.org

> > Chili's Grill and Bar Ribbon Cutting

### Moving Right Along

## New Stores Continue to Open at Whittwood and Around the City

The City of Whittier continues to see a healthy mix of nationally recognized restaurants and retail stores along with independent businesses. We wish all the new businesses much success. The following represent some of the stores which have recently opened.

Rattle 'n Roll Uptown Whittier

**El Sol Boutique** 

Uptown Whittier



Scraparazzi Uptown Whittier



Friendly Hills Bank East Whittier Boulevard



Edible Arrangements
Whittwood Town Center



The Wishing Well Unique Toys and Gifts
Uptown Whittier



Sweet Scents
Sugar N Spice Clothing Boutique
facelogic essential skincare spa
Whittwood Town Center

Not pictured:

Hacienda San Miguel Furniture Store East Whittier Boulevard

Beach Bums Boardshop Whittwood Town Center

Chili's Grill and Bar The Quad

Philly's Best The Quad

Vinatero Wine Shop
Untown Whittier

**Ristorante Barilla Authentic Italian Food**Uptown Whittier

**Skin Perfect** Uptown Whittier

Casa de Bellini Salon and Spa Fast Whittier Boulevard

### Planning o Building & Corner

#### Signage/Awnings/Banners (Commercial)

The City of Whittier recognizes and strongly supports the needs of merchants and property owners to identify their businesses through signage and other means of advertisement. Size, placement, number and design of signs significantly influence the general perception of both the community's visual environment and its economic health. The City desires to preserve and advance the quality of life for residents both in the residential areas and commercial corridors. Consequently, the Municipal Code allows for the use of signs that create a high-quality visual environment and regulates signs to ensure designs are proportionate in scale to



surrounding structures and commercial districts. The intent is to eliminate visual clutter while providing reasonable opportunities for adequate identification of businesses and the goods and services they offer. Furthermore, sign regulation reduces potential hazards and promotes the safe movement of vehicles and pedestrians throughout the city.

A sign plan review and permit are required from the Planning Services Division for any sign in the City including, but not limited to, permanent window signs, wall signs, monument signs, awnings, and temporary signs such as "Grand Opening" banners. The following types of signs are prohibited in the City: pole signs, balloon strings, roof signs, vehicle-mounted signs, outdoor advertising structures, animated signs (including any type of sign that flashes or changes colors or moves/rotates), neon lighting that frames a window, signs that produce smoke, sound, or other emissions, and can signs.

### Window Change Out (Commercial/Residential)

Window change outs are a big investment and can greatly improve your home or business. Before you waste time and

money, be sure to come to the Planning Counter to request a permit. Bring pictures of the house or building showing the existing windows and manufacturers' brochures or pictures of the proposed new windows. Both items are required prior to receiving approval of the windows.

For more information on signage, replacing windows, or other planning related questions, please call the Planning Services Division in the Community Development Department at (562) 464-3380 or go to www.cityofwhittier.org.

### News In-Brief

### Presbyterian Intercommunity Hospital (PIH)—A Regional Gem

As the hospital prepares for the ground breaking of their new 106,500-square foot five-story medical office building at 12462 Putnam Street, plans are already being developed for an additional 217,715-square foot hospital building that will include a state-of-the-art surgical unit on Washington Boulevard. PIH is working towards seismically retrofitting critical sections of the hospital which house ambulatory patients by the year 2012, a mandate imposed by the State after the Northridge earthquake. PIH is poised to become one of the largest employers in the region.

#### Public Works and Police Department Team Up to Reduce Graffiti

The Graffiti Tracker is a new software program that tracks graffiti incidents by utilizing GPS cameras and a database that is linked to the internet. Public Works abatement crews photograph all graffiti before removing it. The database analyzes and catalogs the graffiti which, in the end, helps the Police Department in the apprehension and prosecution of vandals.

#### **Victory Plaza**

GM Properties recently announced a new 9,046-square foot commercial development at Whittier Boulevard and Laurel Avenue, across the street from The Quad shopping center. The groundbreaking is expected in Winter 2007. The Victory Plaza was spearheaded by long-time Whittier community member and developer Lou Smaldino, who also owns the Whittier Commerce Building adjacent to the new commercial center. Retail and food uses are planned for the site.