



City of Whittier
13230 Penn Street
Whittier, CA 90602

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Growing Whittier

Planning the Future, Preserving the Past

An Economic Development Newsletter Published by the City of Whittier

POSTAL PATRON

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

Whittier Greenway Trail Receives Award of Excellence

The Whittier Greenway Trail was recognized by the California Parks and Recreation Society (CPRS) during its 62nd annual awards program on March 12, 2010. The Greenway Trail won top honors in the "Specialty Park" category for all California cities in the same population category. The City also received a "California Trails and Greenways" award from State Parks Department on April 22, 2010.



The Whittier Greenway Trail, dedicated in January 2009, has become one of the most popular destinations in Whittier, which is used extensively by residents walking, riding bicycles, and jogging on a daily basis. The 4.5-mile Trail was constructed on an abandoned railroad right-of-way using transportation, air quality and parks funds. The Greenway Trail provides a scenic greenbelt area through the center of Whittier and provides a safe and pleasant alternative pathway for active residents. An added benefit of the Trail is that residents can walk their dogs on a leash along the Trail.

Whittier's history is celebrated at various stops throughout the Trail in a way that can be seen and appreciated by everyone. The Sycamore Station, near the Five-Points intersection where Whittier Boulevard, Washington Boulevard, Santa Fe Springs Road, La Cuarta Street and Pickering Avenue cross, includes highlights of the long local transportation history of Whittier that can be traced back to the Tongva Native American Indian paths, the area's original inhabitants.

In This Issue

Whittier Blvd. Business Stimulus Plan

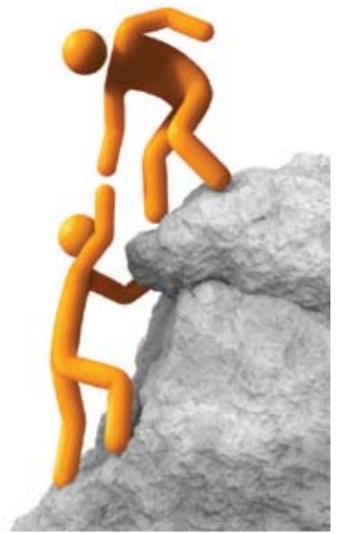
Uptown Whittier Parking Plan

Home Ownership Program (AHOP)

Police Building Update

Free Business Assistance Services to Help Sustain Your Business

Maintaining quality businesses and jobs is a fundamental goal for the City of Whittier because strong and healthy businesses are vital to the greater good of our community and our region. That greater good is threatened by the economic downturn and continues to create tremendous challenges for our business community. In an effort to help small businesses with 50 or fewer employees in the greater Whittier area, the Los Angeles County Economic Development Corporation (LAEDC) is partnering with SASSFA (the Southeast Area Social Services Funding Authority) to provide free business assistance with the goal of sustaining these businesses. The free services include a needs assessments to identify their needs/challenges, a plan of action with possible solutions, and referrals to aid in retaining jobs and/or avert lay offs.



Valuable solutions could apply to your business like energy efficiency improvements, cost containment, streamline permitting, facilitating with city and county offices, employee training, lean manufacturing consulting, advising on possible tax credits, and marketing—using social media as a way to grow your business. Another program is the Transitional Subsidized Employment Program (TSE) funded by the Recovery Act. Entry-level workers are available at no cost through this program. Act now as the program ends September 30th. (www.employmentstimulus.org).



The LAEDC is a private, non-profit organization with a mission to attract, retain and grow businesses and jobs throughout the regions of Los Angeles County. Their team of professionals offers confidential, free-of-charge advisory assistance to a company's decision makers and management representing large and small, domestic and international, businesses in the distribution, manufacturing, and service industries. Funding for their activities comes from the Los Angeles Board of Supervisors. Each and every job created or saved is important to the economic well-being of Los Angeles County and our community. We want the entire greater Whittier business community to be aware of these no-cost programs!

Contact Barbara Levine, Senior Regional Manager/Gateway Cities, today to schedule a confidential meeting and learn more about the Free Layoff Aversion Services at (310) 466-5197, email: barbara.levine@laedc.org, or simply contact Angelica Frausto at the City of Whittier at (562) 464-3380.

Moving Right Along

Whittier Boulevard Business Stimulus Plan

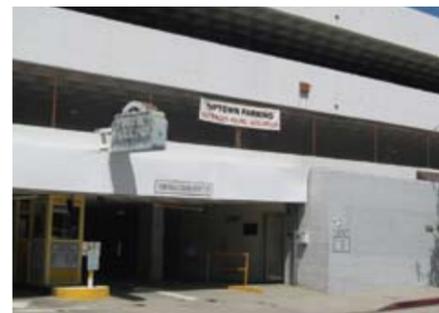
The Whittier City Council continues to seek ways to assist businesses during the recession. On January 26, 2010, the Council directed staff to develop an ordinance that would help provide relief to property owners on Whittier Boulevard, who have been unable to lease their properties due to the economy and the limited land uses in the Whittier Boulevard Specific Plan. Then, on February 9th, the Council approved an urgency ordinance that provided an immediate economic stimulus to property owners by allowing uses permitted by the prior zoning designations as well as those permitted by the Whittier Boulevard Specific Plan. The ordinance is a temporary overlay zone for the Whittier Boulevard Specific Plan and is due to expire on August 9, 2010.



For more information on the economic stimulus for Whittier Boulevard, please call the Planning Division at (562) 464-3380. Additionally, staff is currently working on a modification and update of the Whittier Boulevard Specific Plan, which was adopted July 12, 2005. It is anticipated the amended plan will be available for Council approval by the end of summer 2010.

Uptown Whittier Parking Management Plan

The City is working with parking consultants, PBS&J, to develop the Uptown Whittier Parking Management Plan, as called for in the Uptown Whittier Specific Plan. The Plan will create the legal, financial, and political framework to address current and future parking needs in Uptown. The first stage, data gathering and assessment of current parking patterns, is complete. The results will be shared with the public at a community meeting in early June 2010. At the community meeting, comments and feedback will be collected and incorporated into the development of the Plan's recommendations to meet current and future needs. If



you are a business, resident, or patron of the area, stay tuned for information on stakeholder meetings, so that you can share your thoughts about parking in Uptown. The target completion date for the Plan is December 2010.

PIH in Uptown



If you have been to Uptown lately, you may have noticed a new crop of people eating and shopping during lunch time thanks to the opening of the PIH/Bright Health Physicians Corporate Office, located at 6557 Greenleaf Avenue in Uptown Whittier. Over 165 employees moved in earlier this year. The 40,000-square foot building has ample space for growth of Bright Health Physicians and the expected 215 staff members who will eventually occupy the building.



And, PIH continues to grow. PIH is already under construction on a 200,449-square foot hospital building expansion that will include a state-of-the-art surgical unit. PIH is a resource that protects the health and safety of the community while providing jobs to our City's residents.

A New Gourmet Market to Sprout in Whittier



On April 27, 2010, the Whittier City Council approved plans for a new 24,500-square foot Sprouts Farmer's Market. The gourmet market is mostly known for its fresh produce, wide selection of organic and gluten-free products and a bulk department that offers shoppers the flexibility of buying desired snacks and other foods, such as nuts, pretzels, dried fruit, coffees, baking ingredients, and a large variety of candies, in the exact amount needed.

Sprouts, which will be located across from the Whittwood Town Center at Whittier Boulevard and Santa Gertrudes/Russell Street, will also include a deli and outside dining area. The new store is expected to be completed by late spring 2011.

News In-Brief



Fresh & Easy

Located on the northwest corner of Painter Avenue and Whittier Boulevard, Fresh & Easy celebrated its grand opening February 24.



Trader Joe's

Trader Joe's, located at 15025 Whittier Boulevard, is expanding! The Whittier community is fortunate to have Trader Joe's in town. The store, famous for its laid back attitude, Hawaiian shirts, and gourmet specialties, is growing from 8,875 to 12,168 square feet. Devoted shoppers can now brag about a larger, better Trader Joe's store in Whittier!

New Construction Updates

Affordable Home Ownership Program

The Whittier Redevelopment Agency implemented an Affordable Home Ownership Program (AHOP) in conjunction with The Gables of Whittier, a new 96-unit townhome project on east Whittier Boulevard. A total of 24 condominium units has been set aside as moderate-income affordable units over three development phases. As of April 2010, the first phase of development has been completed and all eight of the affordable units have been sold and occupied by qualified households. The program offers large "silent second" mortgage loans to participants that ensures their monthly payment is limited to affordable housing standards. As mandated by State law, the units will be a part of Whittier's affordable housing stock for a 45-year period. If you or someone you know is interested in this home ownership opportunity, be sure to visit the City website and download the brochure or call the Community Development Department at (562) 464-3380.



Police Headquarters Building

- The Whittier City Council funded the construction of the new Police facility (\$35,000,000) without increases in taxes.
- 55,000 square feet compared to the current 17,000 square foot building that was built in 1955 for 20 officers. We now have 125 officers.
- Building will include a new Emergency Operations Center for the City.
- The new station will include private interview rooms for crime reporting by the public.
- Large community room to hold crime prevention seminars and meetings with the community.
- State-of-the-art Crime Scene Investigations and Forensic laboratory for evidence processing.
- Expanded service counter for efficient customer service.

