

# Agenda Report



**Date:** March 14, 2017  
**To:** Jeffrey W. Collier, City Manager  
**From:** Conal McNamara, Director of Community Development  
**Subject:** Uptown Whittier Streetscape Beautification Plan

## **RECOMMENDATION**

It is recommended the City Council provide input on the Uptown Whittier Streetscape Beautification Plan, specifically the three geographical approaches discussed at the community and joint commission meetings as well as the pros and cons of the individual streetscape components.

## **BACKGROUND**

The Uptown area is the City's historic central business district. It includes an area of about 185 acres and 35 city blocks, with each block measuring about 300 feet by 600 feet.

Uptown has the potential of becoming an even brighter jewel in Whittier as it is a source of pride for its citizens, has a sense of identity from its historic roots, and is a place of great character and attraction due to its unique urban form and diversity of activities. Uptown possesses a number of valuable assets. First, it is highly walkable due to its compact size, mix of land uses, and relatively small scale of its buildings and streets. Second, it is filled with numerous locally owned stores, restaurants and services. Third, it contains or is in close proximity to many churches and civic institutions which serve as anchors of the community. And fourth, Uptown is known for a number of historic buildings and houses which have been restored and are in active use. The goal of the City is to leverage these assets, and shape the area into a destination and urban experience.

In order to achieve this goal, the Uptown Whittier Specific Plan was adopted in November 2008. It intends to implement the following eight principals for design and future development: 1) Pedestrian orientation, 2) Mix of land uses, 3) Infill development, 4) Interconnected street system, 5) Quality of the public realm, 6) Distinct character, 7) Housing choice, and 8) Smart transportation and parking.

Over the last 50-year period, the City and Uptown stakeholders have implemented many special tools to affect positive change in the Uptown area. A summary of those tools is presented below and a map depicting the boundaries related to the tools is shown in Exhibit 1, while Exhibit 2 contains an aerial photograph of Uptown.

- I. Parking District #1 was formed in 1963 to fund construction and operation of a 223-space parking structure. The total property tax assessment is fixed at \$6,850 per year. In addition, the district generates an estimated \$98,000 in annual parking revenue.
- II. Parking District #2 was formed in 1965 to fund 599 spaces in 10 off-street parking lots and six public galleria walkways. It generates about \$90,000 per year in revenues.
- III. Uptown Whittier Business Improvement Area requires that business owners pay a fee annually with their business license renewal. The fee is based on the square footage of gross leasable area or is a set fee determined by the specific benefit zone and business type. The Whittier Uptown Association oversees the Business Improvement Area programs consisting of special events, services, and advertising. The annual assessment totals approximately \$115,000.
- IV. Uptown Whittier Specific Plan (UWSP) was adopted by the City Council in November 2008 after many public meetings. It provided for mixed-use densification of the 185-acre Uptown Area through the installation of parking structures and redevelopment or development of vacant or underutilized parcels and City surface parking lots. This New Urbanist vision has anticipated up to 1,035 new dwelling units and 900,000 square feet of new retail/commercial space and aims to create a "park-once" walkable community. A summary of the implementation schedule related to the UWSP is attached hereto as Exhibit 3.
- V. Uptown Whittier Parking Management Plan (PMP) was approved by the City Council in December 2010 after review by both the Planning Commission and Parking and Transportation Commission. Under Ordinance No. 2963, the PMP has directed the installation of meters, established specific parking fees, set forth the goal of 15% parking vacancy. Many items were explored in the PMP and much public input was gathered. The document and its implementation schedule will likely guide some of the future actions in Uptown. Two implementation schedules from the Parking Management Plan are included herewith as Exhibit 4.

Implementation of the UWSP and PMP were financially reliant on private developer investment and property tax increment funding generated by the former Whittier Redevelopment Agency. Unfortunately, even though large scale development capacity exists under the UWSP, precious few projects have been built. This is due in part to the "Great Recession" which significantly slowed development activity under the UWSP and the subsequent dissolution of the Whittier Redevelopment Agency on February 1, 2012, which cut off the future tax increment cash flow and stymied the anticipated public/private partnership investment opportunities.

However, at the time of its dissolution, the Whittier Redevelopment Agency had significant bond proceeds on hand. After consulting a specially formed bond stakeholders group, on February 26, 2015, the Whittier Redevelopment Successor Agency, City of Whittier, and Whittier Housing Authority entered agreements for the expenditure of the remaining bond funds. About \$12.5 million was allocated for Uptown to: install parking meters (\$500,000), build a parking structure on Comstock Avenue that could accommodate up to 400 cars (\$9.2 million), construct sewer/water upgrades that would eliminate bottleneck impediments to new development (\$1.6 million), and develop a streetscape beautification plan and construct its first phase (\$1.2 million). The expenditure of bond funds was conditioned by the City Council on the approval of a new special assessment district in Uptown that would allow for the continued revitalization of the area absent future redevelopment agency dollars. Formation of this "Community Benefit District" (CBD) is underway and the petition and balloting process to establish the CBD is anticipated to occur in the next three to five months. A map showing the proposed boundary of the CBD is attached as Exhibit 5.

The City Council hired SWA group, a landscape architecture, planning, and urban design firm in February 2016 to assist with preparation of the Uptown Whittier Streetscape Beautification Plan. Their scope of work began in earnest in the Fall of 2016. To date, SWA and City staff have conducted many staff level meetings, field investigations, and three Streetscape Workshops for the public on November 30, 2016, January 11, 2017, and February 8, 2017. About 2,900 flyers were mailed to Uptown property owners, businesses, and tenants on November 9, 2016, that announced the entire Streetscape meeting schedule and encouraged stakeholders to be involved in the planning process. Announcements were also distributed via e-mail. About 55 persons attended the first meeting, 75 attended the second meeting, and 44 persons attended the third meeting. The Planning Commission, Parking and Transportation Commission, and Design Review Board met jointly on January 23 and February 21, 2017, and provided the input summarized in Exhibits 6 and 7.

### Environmental Review

A formal environmental evaluation will be made once plan details have been identified. At that time, a review will be conducted to determine whether the Streetscape Beautification Plan meets the definition of a project and therefore subject to the California Environmental Quality Act (CEQA).

## **DISCUSSION**

As part of this effort, the consultants have attempted to take ideas generated by the community and commissions and synthesize them into design concepts that could be used along the various streetscapes in Uptown. Rather than submit a “plan” to the Council, the consultants were directed to provide options that the Council could review and provide direction to staff for further refinement. These options include concepts such as parklets, planters, outdoor dining, tree placement, lighting, street crossing treatments, paving, and lighting, to name but a few. The consulting team has attempted to assign rough costs to various design concepts and treatments but these costs are not sufficiently detailed enough to suggest the programming of any funds at this point. Further analysis by the City’s Public Works Capital Projects Administrator would be a logical step to determine more precise costs.

It is also important to note that the Streetscape Beautification process must be phased in over an extended period of time primarily due to the very limited budget available for implementation. Aspects of possible phasing are further described below and in the Exhibits.

This City Council report provides the City Council Members the opportunity to comment and provide input on the Uptown Whittier Streetscape Beautification Plan. The attached presentation (Exhibit 8) will be used during the meeting to inform and solicit input from the members.

The Exhibit 8 presentation reviews the following:

- 1) Project team, purpose and objective of the Streetscape Beautification Plan
- 2) Uptown’s competition, current site conditions, and guiding principles
- 3) A review of material covered and input received during public workshops 1 and 2, including:
  - a) Pop quiz input/streetscape experience
  - b) Programming Uptown spaces
  - c) Tree selection and phasing
  - d) The basic Uptown Streetscape framework
- 4) A streetscape palette that includes: street crosswalk paving, sidewalk paving, site furnishings, signage and wayfinding, lighting, and landscape.
- 5) Conceptual plans, renderings, and preliminary cost estimates of six improvement zones, including: intersection, streetscape, parking planter, mid-block, parklet, and parallel parking. These component parts are, later in the presentation, layered together to form four distinct streetscape concepts.
- 6) General discussion of phasing and potential implementation strategies including: broad area, light touch; key nodes and intersections; and one block.
- 7) Significant details about four distinct streetscape concepts that could be implemented in Uptown. There are many comparative metrics incorporated in each scenario including:



- a) a written summary of the concept
  - b) quantification of the planting area, gathering space, tree count, and parking count
  - c) plan views, street sections including critical dimensions, and multiple renderings of the concept
- 8) The four presented concepts include: 1) Parklets and Planters beginning on Slide 147, 2) Diamonds of Uptown beginning on Slide 156, 3) Gardens of Uptown beginning on Slide 164, and 4) Gathering in Uptown beginning on Slide 173. A summary slide comparing the metrics of all four concepts can be found on Slide 181.
- 9) Finally, the presentation includes a review of material covered and input received during public workshop 3 held on February 8, 2017.

It is recommended that the City Council provide feedback on pros, cons, and comments on the streetscape concepts and other presentation materials. This feedback would then be integrated into the plan concepts and brought back to the City Council in a Streetscape Plan subsequent meeting.

As previously mentioned the costs currently included in the presentation are conceptual in nature and could increase from 20% to 100% as many additional items are included. Actual cost would not be finalized until construction drawings are completed and contractors actually bid the job. Staff requests that the City Council help to prioritize the scope of the streetscape beautification program and select a preferred concept or concepts for further evaluation.

One option on which the Council could focus is the scope of the geographical improvements. Specifically, does the City Council prefer a (1) broad area, light touch, (2) nodes and intersection approach, or (3) a one block with full improvements concept? Some members of the joint commission preferred the one block approach, while other felt it unequitable to not improve a larger area of Uptown. With the limited resources available for the project, strategic prioritization and phasing could become increasingly important.

### Plan Implementation

Under the agreements approved in February 2015, approximately \$900,000 remains from the bond proceeds for actual design and construction of phase 1 of the streetscape beautification efforts. As the specific location and extent of improvements planned under phase 1 have yet to be determined, more complete cost estimating should be undertaken before the streetscape beautification program is approved. The \$900,000 balance is insufficient to complete full beautification of Uptown and no other funding sources currently exist. However, it may be possible to cobble together partial funding for future incremental phases of implementation with funding from the following sources: Community Benefit District, parking meter revenue, new development fees or exactions, parking district revenue (applicable to parking lots and paseos), transportation funding

(including Measures R and M, Proposition C, and Gas Tax), and potential outside grant funding.

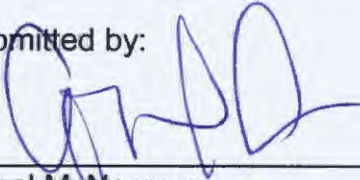
Conclusion

Staff is seeking input on the various options in the Uptown Whittier Streetscape Beautification Plan. Once finalized, the plan will assist the City in the revitalization of Uptown Whittier in conjunction with the previously approved Uptown Whittier Specific Plan and Uptown Whittier Parking Management Plan.

**FISCAL IMPACT**

Funding for the streetscape consultant was previously allocated by the City Council from the former Redevelopment Agency bond proceeds and this action before the City Council will not have additional fiscal impact.

Submitted by:



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Prepared by:



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Benjamin Pongetti  
Development Project Manager

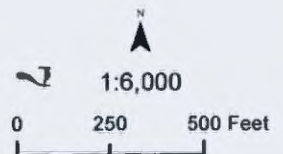
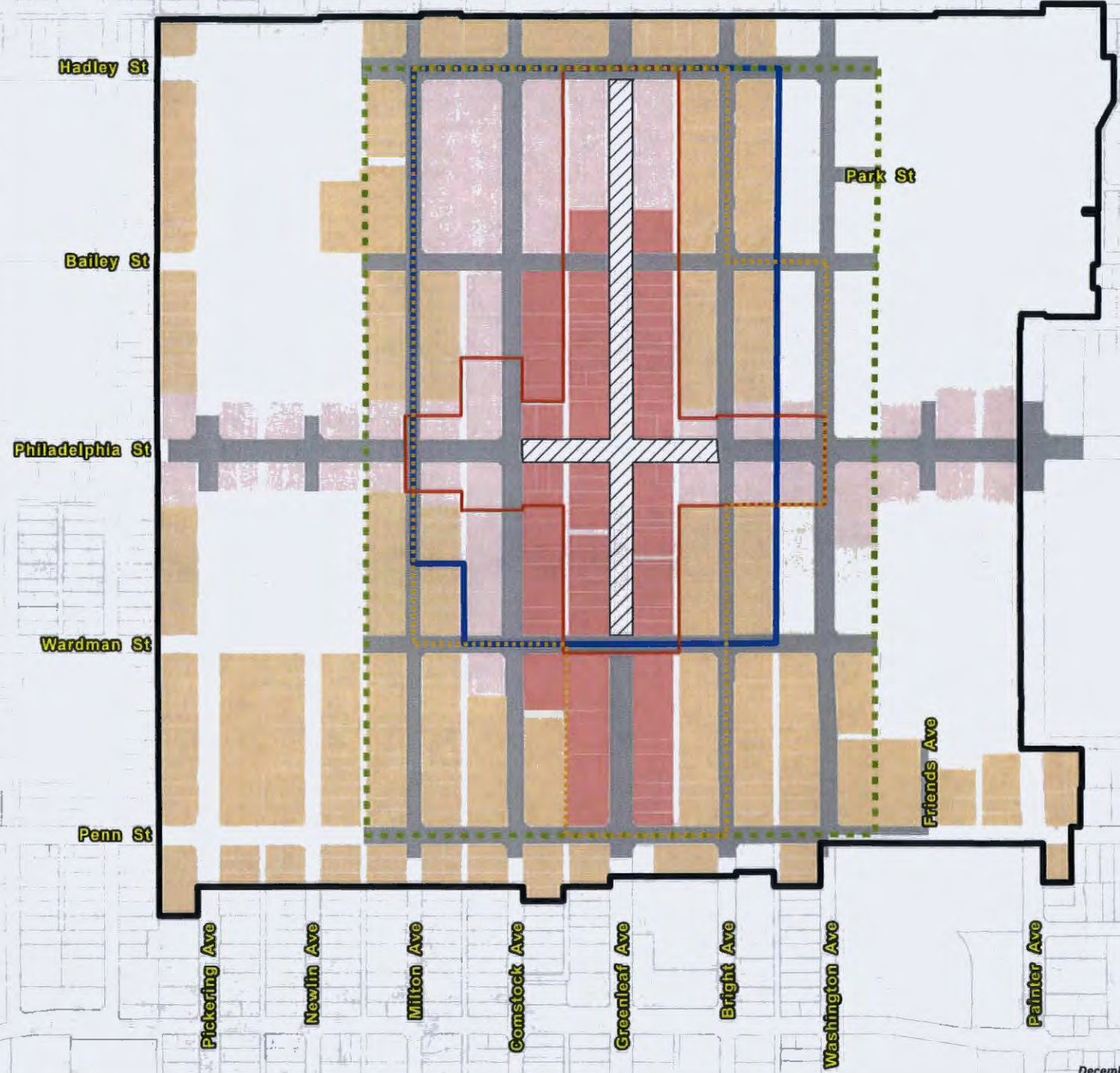
- Exhibits:
- 1 - Uptown Whittier Map – Overview Composite
  - 2 - Uptown Whittier Aerial
  - 3 - Uptown Whittier Specific Plan Implementation Schedule
  - 4 - Uptown Whittier Parking Management Plan Implementation Schedules
  - 5 - Draft Community Benefit District as approved by City Council
  - 6 - Summary of discussion from January 23, 2017 Joint Commission Meeting
  - 7 - Summary of discussion from February 21, 2017 Joint Commission Meeting
  - 8 - Presentation Slides for March 14, 2017 presentation to City Council



# Uptown Pittier Map

## Overview Composite

-  Uptown Specific Plan
-  Uptown Center
-  Uptown Core
-  Uptown Edge
-  Uptown General
-  Park Once District
-  Uptown Parking District No. 1 (Multideck)
-  Uptown Parking District No. 2
-  Uptown Village Maintenance District (Expired)
-  Uptown Business Improvement District (parcels fronting shaded streets)
-  Diamond Area
-  Silver Area
-  City Parcels





Uptown Whittier Map

Aerial



Uptown Specific Plan



Hadley St

Bailey St

Philadelphia St

Wardman St

Penn St

Park St

Friends Ave

Painter Ave

Washington Ave

Bright Ave

Greenleaf Ave

Gomstock Ave

Milton Ave

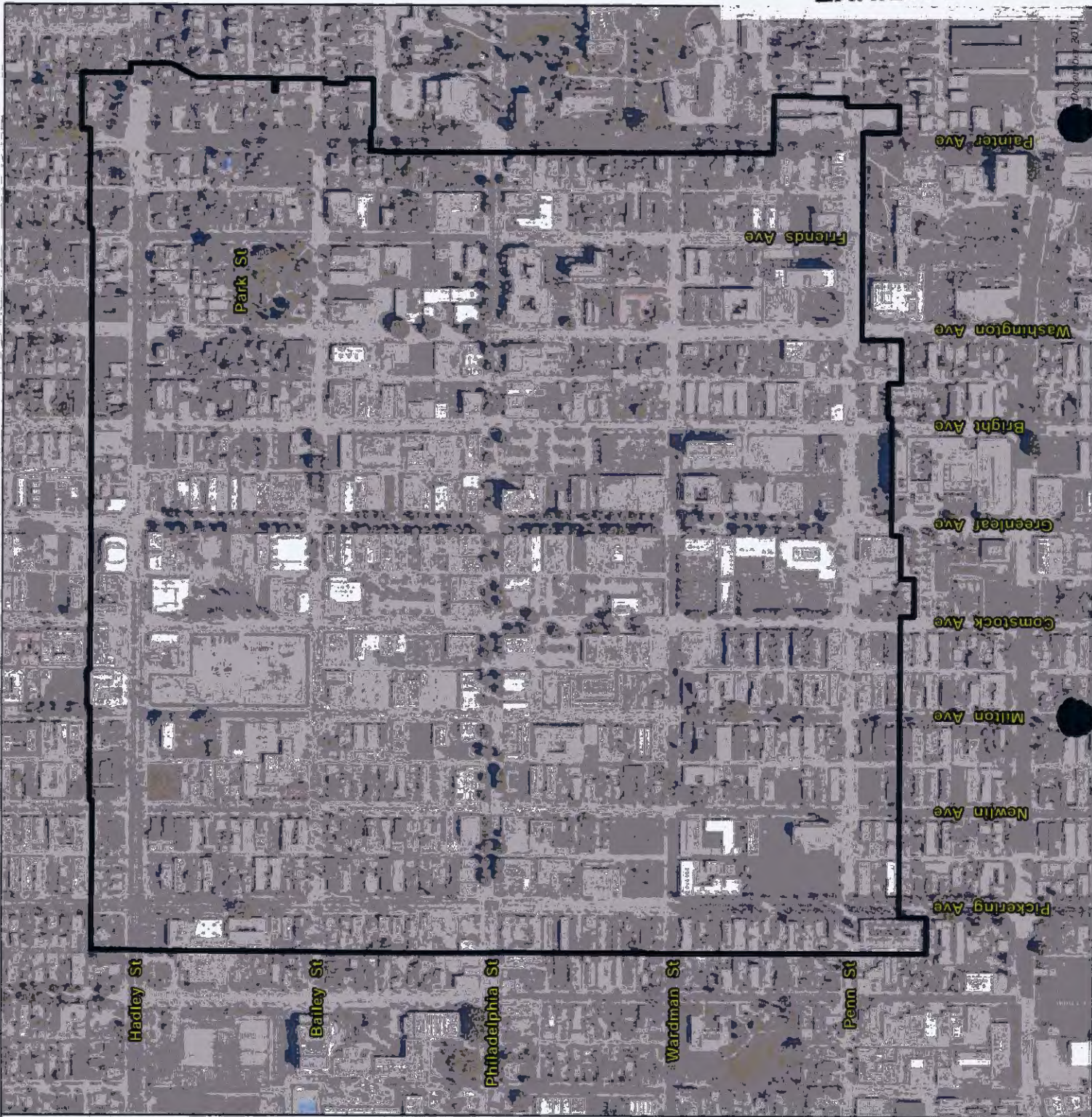
Newlin Ave

Pickering Ave



1:6,000

0 250 500 Feet





## CHAPTER 3: IMPLEMENTATION

### 3.1 INTRODUCTION

#### 3.1.2 Phasing

A general sequencing of the various items is indicated by the order in which they appear within each phase. Many implementation measures may occur simultaneously and appear in sequence for organizational purposes alone. Adjustments to this strategy are inevitable and subject to the needs and priorities of the community over time. These components should be reevaluated and updated annually. Because of the numerous individual ownerships in the plan area, the phasing identified below is less tied to geography within the plan and more concerned with the prioritization of key components necessary for success. The general phases are:

##### A. Phase 1: Immediate Term (1 month – 1 year)

- Clean or paint over graffiti<sup>1</sup>
- Replace etched storefront windows with film-covered ones<sup>3</sup>
- Power wash all Uptown sidewalks on a weekly basis<sup>4</sup>
- Strictly enforce all on-street parking regulations, especially for short-term parking<sup>1</sup>
- Light storefronts until at least 10:00 p.m. every night, and maintain consistent hours among different stores<sup>4</sup>
- Remove or repair all signs at gateways to Uptown, and establish newly designed signage, including on Interstate 605<sup>1</sup>
- Establish Park Once District and fees<sup>1</sup>
- Commence intensive planting of trees around the periphery of Uptown prior to commencing the tree succession plan on Philadelphia and Greenleaf.

##### B. Phase 2: Short Term (1 – 5 years)

- Revisit or expand façade improvement program to facilitate existing small businesses and property owners to upgrade storefronts and building façade<sup>1</sup>
- Establish incentives for renovation, rehabilitation, and adaptive reuse of historic buildings<sup>1</sup>
- Work with Uptown Association and Chamber of Commerce to establish business merchandising education program for small businesses to make them more effective and profitable<sup>4</sup>
- Work with professional retail consultant to attract national retailers to serve as anchor destinations in Uptown, including a boutique food store, bookstore, and clothing stores<sup>3</sup>
- In conjunction with tree succession plan, remove excessively large planters, widen sidewalks, and permit small outdoor seating areas to enliven sidewalks and attract more visitors<sup>1</sup>
- Promote development of former Bank of America building at Greenleaf/Philadelphia<sup>2</sup>
- Issue RFP for first residential project located on the site at Wardman and Bright<sup>2</sup>
- Establish a property-owner-based BID
- Issue RFP for Park Once structure at Philadelphia/Bright as a Liner building type with retail and commercial uses<sup>2</sup>
- Issue RFP for mixed-use development on site bound by Hadley/Comstock/Bailey/Milton:<sup>2</sup>
  - Option A: Anchor retail and parking structure, with smaller neighborhood retail and housing as liner uses
  - Option B: New public library with residential, retail on Hadley, and public park
- Install up to 32 electronic parking payment machines<sup>1</sup>
- Upgrade sewage lines in phases<sup>1</sup>
- Upgrade water supply pipes in phases<sup>1</sup>
- Work with cable company to upgrade cable network and Wi-Fi in phases in conjunction with infrastructure upgrading<sup>1</sup>
- Refurbish parking garage on Bright, between Philadelphia and Bailey<sup>2</sup>
- Design and build monumentation to mark gateways to Uptown at key intersections<sup>1</sup>
- Implement mid-block crossings<sup>1</sup>
- Design and build park as part of development on the block bound by Hadley, Comstock, Bailey, and Milton<sup>1</sup>
- Begin implementation of tree-planting plan in Section 2.2.2 (Street Trees) of the Plan prior to commencing tree succession plan on Greenleaf and Philadelphia<sup>1</sup>
- Begin tree succession plan on Greenleaf and Philadelphia<sup>1</sup>

##### C. Phase 3: Medium Term (5 – 10 years)

- Design and build park in southwest quadrant of Uptown<sup>1</sup>
- Design and build up to 4 new Park Once structures<sup>1</sup>
- Explore potential to develop church properties into affordable housing and mixed-use (such as commercial and social services) in partnership with non-profit developers
- Completion of first residential projects with new residents increasing safety with “eyes on the street”, providing an enlarged customer base for local businesses, and fulfilling increased housing choices<sup>5</sup>
- Continue tree succession plan on Greenleaf and Philadelphia<sup>1</sup>
- Completion of new tree planting on all streets<sup>1</sup>

##### D. Phase 4: Long Term (10 – 20 years)

- Design and build park in southeast quadrant of Uptown<sup>1</sup>
- Design and build 2 new Park Once structures<sup>2</sup>
- Aim for full build out, including:
  - Up to 1,035 residential units in all 10 building types, from single family dwellings to apartments and lofts in liner buildings<sup>5</sup>
  - approximately 800,000 square feet of new retail, including national brands to serve as anchor destinations<sup>5</sup>
  - approximately 700,000 square feet of new commercial, including offices and services<sup>5</sup>
  - approximately 6,000 total parking spaces, with about 2,500 of those in Park Once structures<sup>1,2,5</sup>
  - 3 new neighborhood parks, including one each serving the northwest, southwest, and southeast quadrants of Uptown<sup>1</sup>
  - fully operational property-owner based BID, with operating costs and parking ticket revenues accruing to the City of Whittier. Any additional parking revenues accruing to BID for regular cleaning and power washing, extra safety patrols, landscape maintenance, improved lighting, events, and continuing education programs for small businesses to remain competitive over time<sup>3</sup>
  - fully functioning Park Once district with up to 8 parking structures, including the refurbished structure on Bright just north of Philadelphia<sup>1</sup>
  - full involvement of Whittier College in Uptown, including commercial partnerships with the City of Whittier and Uptown Association, and property investment and mixed-use development<sup>7</sup>

Lead organizations:

- <sup>1</sup> City of Whittier
- <sup>2</sup> Whittier Redevelopment Agency
- <sup>3</sup> Property Owners Association (property-owners business improvement district - PBID)
- <sup>4</sup> Merchants Association (Uptown Association / business improvement district - BID)
- <sup>5</sup> Private Property Owners
- <sup>6</sup> Churches and Social Service Organizations
- <sup>7</sup> Whittier College



Before and after images of additional space on sidewalks after removal of excessively large planters and addition of more openings on the street.

### 3.1.3 First Steps and Tasks

#### A Promote private sector interest in Uptown Whittier

The vision and benefits of the Specific Plan need to be communicated to the private sector and potential investors. This will fully enable the ability of each property owner to realize the individual economic and land use potential of their property while contributing to the overall revitalization effort.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
<ul style="list-style-type: none"> <li>• Visit major stakeholder and community groups to communicate adapted plan</li> <li>• Prepare cable TV interview with Mayor/City Council and Director of Community Development discussing the plan</li> </ul>	<ul style="list-style-type: none"> <li>• Convert Uptown Association from tenant-based Business Improvement District (BID) to property-owner-based BID</li> </ul>	<ul style="list-style-type: none"> <li>• Advertise and promote the plan among industry groups</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance appearance of Uptown via graffiti removal, cleaning of sidewalks, replacement of etched storefronts, strict enforcement of short term parking regulations, keep storefronts lit until at least 10 p.m. every night, and maintain consistent store hours</li> </ul>	<ul style="list-style-type: none"> <li>• Establish Park Once District and fees</li> </ul>

#### COMMENTS

• Ongoing public planning process and Uptown beautification process generates momentum demonstrating that implementation of Plan has already started

#### B Improve public realm through public investment

A major element of Uptown's identity and future is its public realm, especially its landscape—street trees, plantings, and sidewalks. Smaller, phased investments will attract more visitors and retail customers for more frequent and longer visits, and create an attractive physical environment for private investment. Prior to commencing the tree succession plan, the City will commence the planting of street trees around the periphery of Uptown.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
<ul style="list-style-type: none"> <li>• Prepare streetscape plan identifying tree replacement species, tree planting design, hardscape treatments, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify first blocks on Greenleaf and/or Philadelphia for aging/damaged trees for replacement in tree succession plan. Begin planting replacement trees on select blocks of Greenleaf and Philadelphia</li> </ul>	<ul style="list-style-type: none"> <li>• Identify first set of excessively large planters on Greenleaf and Philadelphia for removal to widen sidewalks, and in appropriate places, provide small outdoor seating areas for restaurants and cafes</li> </ul>	<ul style="list-style-type: none"> <li>• Remove all large planters on Greenleaf and Philadelphia</li> <li>• Establish permitting process for outdoor seating areas at eating establishments</li> <li>• Begin implementation of street tree replacement planting plan</li> </ul>	<ul style="list-style-type: none"> <li>• Complete tree bulb outs on diagonal parking on Greenleaf and Philadelphia</li> </ul>

#### COMMENTS

• Work closely with community groups interested in street landscape and street tree issues, and with Uptown Association for providing outdoor seating areas

#### C Establish Park Once District

The Park Once concept is crucial to the success of Uptown, and needs to be established early on. Park Once structures make more effective use of surface parking lots and vacant lots, share parking needs among different land uses, and make Uptown friendly to both automobiles and pedestrians.

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
<ul style="list-style-type: none"> <li>• Strictly enforce existing parking regulations, and increase revenues from parking</li> <li>• Establish Park Once district and fee structure</li> </ul>	<ul style="list-style-type: none"> <li>• Use existing surface lots and city-owned vacant lots as temporary surface parking lots with fees to accommodate parking while construction of new parking structures begins</li> <li>• Purchase land for future Park Once structures</li> </ul>	<ul style="list-style-type: none"> <li>• Issue RFP for mixed-use development—including Park Once structures lined with residential, retail and/or commercial uses—on former Alpha Beta site and/or on Bright Avenue just south of Philadelphia street</li> </ul>	<ul style="list-style-type: none"> <li>• Fund, design and construct at least one city-owned Park Once structure</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce parking machines for high-demand on-street diagonal parking in the retail core area surrounding the Greenleaf/Philadelphia intersection and adjust parking fees to reach the 85% parking occupancy rate</li> </ul>

#### COMMENTS

• Based on the recommendations of the Specific Plan, Uptown Whittier will require a fully developed and detailed Park Once strategy, including regulations, fees, and professional management

#### D Strengthen the Role of Retail in the Revitalization of Uptown

In addition to private investment, public realm improvements, and a Park Once strategy, the fourth crucial first step is the role of retail—strengthening local retail through storefront improvements, consistent hours, better lighting, and more effective merchandising, and attracting national retail, especially an anchor food store, book and music store, or a clothing store

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
<ul style="list-style-type: none"> <li>• Work with Uptown Association, Chamber of Commerce and retail consultant to initiate small business education program in Uptown, beginning with simple, effective measures to improve storefront visibility, lighting, and hours</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen, or revisit, existing retail facade program to help new local retail and assist existing retail with improvements such building facades, storefront redesign, and outside lighting</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Uptown Association, Chamber of Commerce, and retail consultant to convert existing tenant-based Business Improvement District into property-owner based BID and reap benefits of improved property values, higher profits, and over time, increased rents</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Uptown Association, Chamber of Commerce, and retail consultant to revisit existing national retail recruitment strategy, modify approach, and target a retail anchor based on vision of Specific Plan, strong regional housing demand, and ongoing improvements in Uptown</li> </ul>	<ul style="list-style-type: none"> <li>• Establish financial arrangement for Park Once revenues (after operating costs and parking ticket revenues accruing to City of Whittier) to be utilized by BID for ongoing cleaning, safety, landscape maintenance, events, and continuing merchandising education</li> </ul>

#### COMMENTS

• Retail strategy needs a systematic and sustained effort with assistance from the most accomplished national retail consultants to help transform the economic vitality of Uptown



Implementation Plan Summary Table  
November 29, 2010

Phasing	Approach	Improvement	Purpose	Time Horizon	Staff Resources	Costs	Revenue	Action/Implementation Options	
Step 1	Policy	a	Required Approvals and Actions	Establishes Parking Management Plan	0-2 Months	Community Development; Public Works	N/A	N/A	Recommendation from Planning/Parking & Transportation Commissions; Approval by City Council
		b	Consolidate Existing Parking Districts to One Parking/Maintenance District	Defines District and Maintenance Programs	3-6 Months	Public Works; Community Development	N/A	Revenues from existing Districts are approx \$190K annually.	<ul style="list-style-type: none"> <li>Recommendation from Planning/Parking &amp; Transportation Commissions; Approval by City Council</li> <li>Work with property owners/participants to reassess fee structure</li> </ul>
		c	Parking Code Requirements	Defines Parking Requirements for Developers	3-6 Months	Community Development	N/A	N/A	Recommendation from Planning/Parking & Transportation Commissions; Approval by City Council amending the Parking Code; Design reviews (in-lieu; shared parking requirements; parking credit program)
		d	Parking Revenue Fund	Establishes Revenue Fund for Uptown Whittier	3-6 Months	Public Works	N/A	N/A	City Council Resolution or Ordinance authorizing collection and expenditure of funds
		e	Amendment to Specific Plan	Incorporates PMP requirements into Specific Plan	3-6 Months	Community Development	N/A	N/A	City Council Resolution or Ordinance authorizing collection and expenditure of funds approving amendment to Specific Plan
Step 2	Parking Management	a	Revised Parking Time Limits	<ul style="list-style-type: none"> <li>Increases parking turnover</li> <li>Encourages long term parkers to use off-street lots</li> </ul>	0 - 9 Months	Public works	Signage	N/A	<ul style="list-style-type: none"> <li>Option 1: 2-hour limit for on-street parking; 4-hour limit for lots and structures</li> <li>Option 2: 1-hour limit for on-street parking in commercial core; 2-hour limit for on-street parking outside core; 4-hour limit for lots and structures</li> </ul>
		b	Increased Parking Enforcement	Ensures adherence to time limits	0 - 12 Months	Increased parking control officers (PCOs); customer service staff	<ul style="list-style-type: none"> <li>PCOs (approx \$50K/year)</li> <li>Customer service staff salaries (approx \$32k/year)</li> <li>New handheld parking devices</li> </ul>	Parking violations (tickets)	<ul style="list-style-type: none"> <li>Authorization and hiring of PCO and customer service staff</li> <li>Provide new hand-held parking occupancy devices (allows for more accurate determination of parking duration violations)</li> </ul>
		c	Expanded Employee Permit Program	Reduces demand for on-street spaces by encouraging employees to park in designated off-street facilities	0 - 12 Months	<ul style="list-style-type: none"> <li>Community Development /Public Works</li> <li>Increased PCOs;</li> <li>Customer service staff</li> </ul>	PCO and customer service staff salaries (approx \$82k/year)	<ul style="list-style-type: none"> <li>Permit fees;</li> <li>Parking violations (tickets)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing/Outreach for Employer Programs</li> <li>Authorization and hiring of PCO and customer service staff</li> </ul>

Implementation Plan Summary Table  
November 29, 2010

Phasing	Approach	Improvement	Purpose	Time Horizon	Staff Resources	Costs	Revenue	Action/Implementation Options
Step 2 continued	Customer Service	a Valet Parking	<ul style="list-style-type: none"> <li>Improves efficiency of off-street parking facilities</li> <li>Uses available parking outside of core area</li> </ul>	6 - 12 Months	<ul style="list-style-type: none"> <li>Community Development</li> <li>Public Works</li> <li>Program administrator</li> </ul>	<ul style="list-style-type: none"> <li>Program set-up and management</li> <li>Insurance</li> </ul>	Shared parking fees with valet operator and private lots	<ul style="list-style-type: none"> <li>Marketing of area retail business owners</li> <li>Solicit/contract with valet parking firms</li> <li>Dedicate parking areas in public off-street parking lots, or reach agreements with private suppliers (with shared revenues and liabilities)</li> </ul>
		b Signage/Wayfinding Program	<ul style="list-style-type: none"> <li>Directs parkers to off-street facilities, primarily those outside of core area</li> <li>Reduces demand for on-street spaces</li> </ul>	6 - 12 Months	Community Development; Public Works	<ul style="list-style-type: none"> <li>Signage</li> <li>Wayfinding program development</li> </ul>	Potential increase in parking fees	<ul style="list-style-type: none"> <li>Commission study to develop wayfinding program</li> <li>Procurement, installation, integration</li> <li>Provide wayfinding information on city website and websites for area business owners</li> <li>Long-term: Install variable message signs providing real-time occupancy information for off-street facilities</li> </ul>
	Parking Pricing	a Parking Meters	<ul style="list-style-type: none"> <li>Encourages higher parking turnover</li> <li>Increases the availability of prime parking spots</li> <li>Supports improvements within Parking District</li> <li>Encourages carpooling and alternative travel modes</li> </ul>	9 - 15 Months	Public Works	<ul style="list-style-type: none"> <li>\$8K - \$10K for each multi-space meter; operational/maintenance costs \$2.1K per month</li> <li>\$500 - \$700K for single head meter; operational/maintenance costs \$350 per month</li> <li>Marketing/PR/Communications (1.5% of total costs)</li> <li>Full Time Employee costs (approx. \$82K/year)</li> </ul>	<ul style="list-style-type: none"> <li>Assuming \$1/hr; 50-60% occupied 12 hours per day (10AM to 10PM including Sundays) = approx. \$165-\$500K/year (both phases)</li> <li>Other cities with recent installation of multi space meters anticipate pay back in two to five years</li> </ul>	<ul style="list-style-type: none"> <li>Multi-space Meters (approximately 22 for Phase 1 recommendation; 21 for Phase 2 recommendation) = \$220K Phase 1; \$210K Phase 2</li> <li>Single Head Meters (approximately 175 for Phase 1; 155 for Phase 2) = \$122K Phase 1; \$108K Phase 2</li> <li>Additional amenities - Accept credit/debit cards; city-issued debit cards (allows credits to be purchased by businesses); pay by phone; real-time sensors for enforcement and availability; variable pricing</li> <li>Recommend an ordinance to establish meter rates based on the fair market and eliminate time limits. This will allow variable pricing to be set by staff based on a target occupancy rate of 85% with a minimum meter rate of \$0.50/hour and a maximum meter rate of \$1.50 per hour.</li> </ul>



Implementation Plan Summary Table  
November 29, 2010

Phasing	Approach	Improvement	Purpose	Time Horizon	Staff Resources	Costs	Revenue	Action/Implementation Options
Step 3	Parking Supply	a Improve Existing Structure	<ul style="list-style-type: none"> <li>Provides upgrades to encourage usage</li> <li>Serves as a more attractive parking supply during new structure construction (current peak occupancies are at 40%)</li> </ul>	0-6 months	Public Works	<ul style="list-style-type: none"> <li>Existing District #1 approx \$62K/year</li> <li>Assumes \$25K for cosmetic improvements such as new lighting, paint and other minor improvements</li> </ul>	<ul style="list-style-type: none"> <li>Existing District #1 approx. \$100K/year</li> <li>Assuming \$5/day and \$0.75/hour with first 90 minutes free, average 70 % occupied and average duration of 2 hours per vehicle (from existing data) = approx. \$200K/year</li> </ul>	<ul style="list-style-type: none"> <li>Assessment of revenues from Parking District/other parking charges for temporary improvements</li> <li>Public Works program improvements as part of maintenance district</li> </ul>
		b New Parking Structure - N of Philadelphia/East of Comstock (Location 7)	<ul style="list-style-type: none"> <li>Provides additional parking supply to address future development in Uptown Whittier's core area</li> <li>Provides additional parking supply on large parcel of existing parking lot;</li> <li>May be necessary if existing structure is removed</li> <li>Located near key activities along Comstock</li> <li>Consolidates/ manages parking supply for long-term and employee parking</li> </ul>	1-2 years	Community Development; Public Works	<ul style="list-style-type: none"> <li>Estimated capital cost based on 3 level (388 spaces) or 4 level (495 spaces) structure \$7.0 to \$8.9M</li> <li>Operational/ maintenance approximately \$190K/year</li> <li>Two part-time employees cost (approx. \$82K/year)</li> </ul>	<ul style="list-style-type: none"> <li>Assuming \$5/day and \$0.75/hour with first 90 minutes free, average 70 % occupied and average duration of 2 hours per vehicle (from existing data) = approx. \$520K/year</li> </ul>	<ul style="list-style-type: none"> <li>Financial assessment</li> <li>Environmental clearance</li> <li>Permits/approvals</li> <li>Funding and financing</li> <li>Design and construction</li> </ul>

Implementation Plan Summary Table  
November 29, 2010

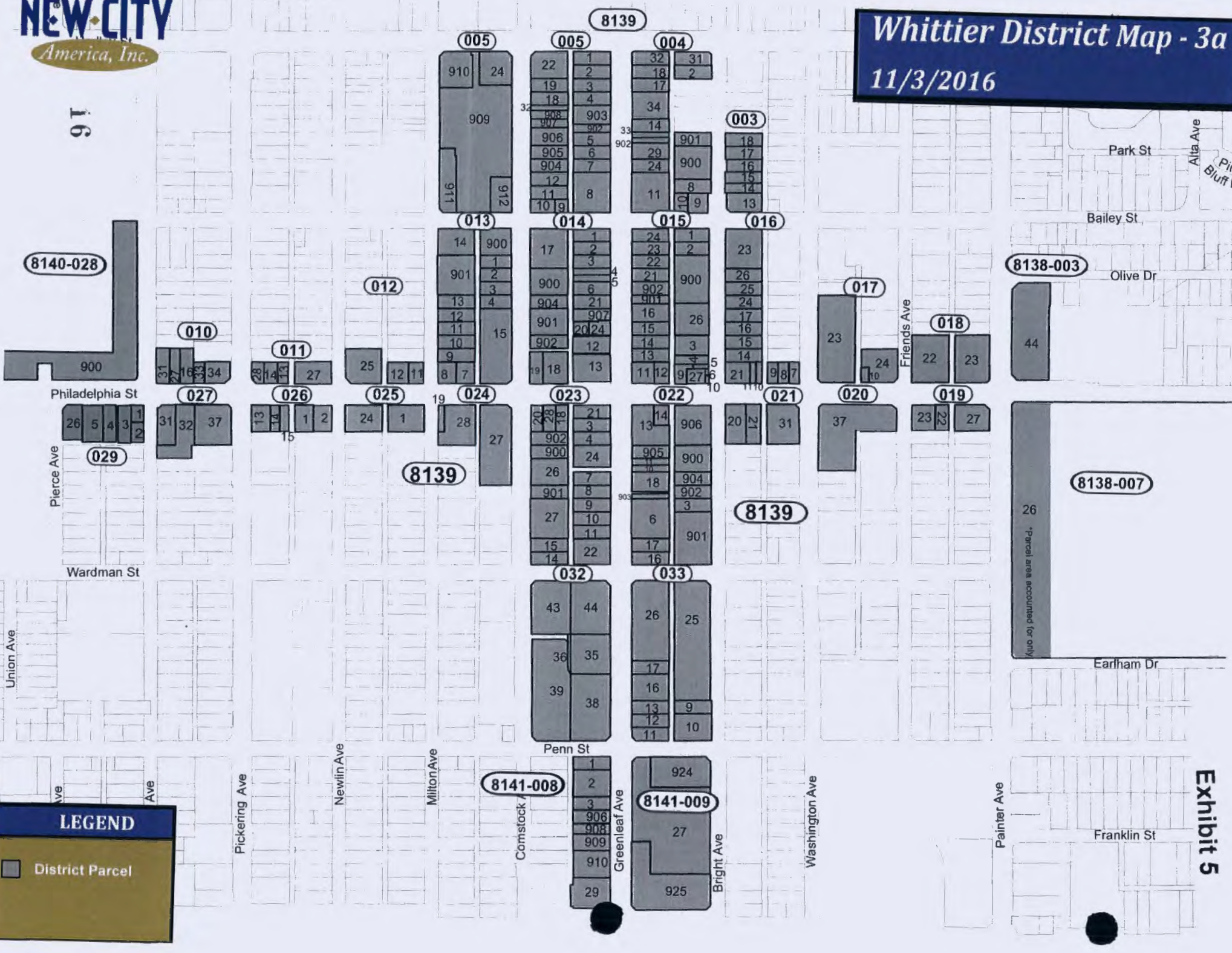
Phasing	Approach	Improvement	Purpose	Time Horizon	Staff Resources	Costs	Revenue	Action/Implementation Options
Step 4	Additional Parking Supply	a New Parking Structure - S of Philadelphia/W of Bright (Location 2)	<ul style="list-style-type: none"> <li>Provides additional parking supply to address future development in Uptown Whittier's core area</li> <li>Encourages developers with ready built parking supply</li> <li>Consolidates/manages parking supply for long-term and employee parking</li> </ul>	3 -5 years	Community Development; Public Works	<ul style="list-style-type: none"> <li>Estimated capital cost based on 3 level (448 spaces) or 4 level (570 spaces) structure \$8.2M to \$10.4M (includes inflation rate)</li> <li>Operational/maintenance approximately \$660K/year (includes debt service)</li> <li>Two part-time employee costs (approx. \$82K/year)</li> </ul>	Assuming \$5/day and \$0.75/hour with first 90 minutes free, average 70 % occupied and average duration of 2 hours per vehicle (from existing data) = approx. \$644K/year	<ul style="list-style-type: none"> <li>Parking Code requirements in place</li> <li>Financial assessment</li> <li>Environmental clearance</li> <li>Permits/approvals</li> <li>Funding and financing</li> <li>Design and construction</li> </ul>
		b New Parking Structure - N of Philadelphia/East of Comstock (Location 5)	<ul style="list-style-type: none"> <li>Provides additional parking supply</li> <li>Located near key commercial activities especially if more parking capacity is needed N. of Bailey</li> </ul>	5 years +	Community Development; Public Works	<ul style="list-style-type: none"> <li>Estimated capital cost based on 3 level (378 spaces) or 4 level (482 spaces) structure \$7.4M to \$9.4M (includes inflation rate)</li> <li>Operational/maintenance approximately \$1.1M/year (includes debt service)</li> <li>Two part-time employee costs (approx. \$82K/year)</li> </ul>	Assuming \$5/day and \$0.75/hour with first 90 minutes free, average 70 % occupied and average duration of 2 hours per vehicle (from existing data) = approx. \$572/year	<ul style="list-style-type: none"> <li>Parking Code requirements in place</li> <li>Financial assessment</li> <li>Environmental clearance</li> <li>Permits/approvals</li> <li>Funding and financing</li> <li>Design and construction</li> </ul>



Implementation Plan Summary Table  
November 29, 2010

Phasing	Approach	Improvement	Purpose	Time Horizon	Staff Resources	Costs	Revenue	Action/Implementation Options
Step 4 continued	Additional Parking Supply	c Replace Existing Structure N of Philadelphia/West of Bright Ave with New Parking Structure (Location P5)	<ul style="list-style-type: none"> <li>Provides additional parking supply</li> <li>Located near key commercial activities serving Philadelphia St/Bailey St and Bright Ave</li> </ul>	5 years +	Community Development; Public Works	<ul style="list-style-type: none"> <li>Estimated capital cost based on 3 level (236 spaces) or 4 level (298 spaces) structure \$5.1M to \$6.5M (includes inflation rate)</li> <li>Operational/maintenance approximately \$767K/year (includes debt service)</li> <li>Two part-time employee costs (approx. \$82K/year)</li> </ul>	Assuming \$5/day and \$0.75/hour with first 90 minutes free, average 70 % occupied and average duration of 2 hours per vehicle (from existing data) = approx. \$372K/year	<ul style="list-style-type: none"> <li>Parking Code requirements in place</li> <li>Financial assessment</li> <li>Environmental clearance</li> <li>Permits/approvals</li> <li>Funding and financing</li> <li>Design and construction</li> </ul>
		d New Parking Structure – N of Bailey St/West of Bright Ave (Location 10)	<ul style="list-style-type: none"> <li>Provides additional parking supply</li> <li>Located near key commercial activities especially south of Philadelphia</li> </ul>	10 years +	Community Development; Public Works	<ul style="list-style-type: none"> <li>Estimated capital cost based on 3 level (189 spaces) or 4 level (248 spaces) structure \$4.4M to \$5.8M (includes inflation rate)</li> <li>Operational/maintenance approximately \$732K/year (includes debt service)</li> <li>Two part-time employee costs (approx. \$82K/year)</li> </ul>	Assuming \$5/day and \$0.75/hour with first 90 minutes free, average 70 % occupied and average duration of 2 hours per vehicle (from existing data) = approx. \$333K/year	<ul style="list-style-type: none"> <li>Parking Code requirements in place</li> <li>Financial assessment</li> <li>Environmental clearance</li> <li>Permits/approvals</li> <li>Funding and financing</li> <li>Design and construction</li> </ul>





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**LEGEND**

■ District Parcel

**Joint Meeting of the Whittier City Planning Commission**

**Parking and Transportation Commission and Design Review Board**

**January 23, 2017 Meeting Notes**

**Public speakers:**

Charlie Shaduck (spelling?) – Bright and Comstock, remove planters and save money, deal with window graffiti, save water with artificial grass.

Rick Elias – 6736 Greenleaf. Parking structure on Comstock may not be necessary; money could go to something else. It is very costly. Additional lighting in existing structure may help. More pedestrian traffic would help solve some of Uptown problems. Turn on light for parking structure sign on Greenleaf. Parking meters and parking enforcement will be necessary over time. 150 events per year use/close portions of Greenleaf too often.

**Closed public comments**

**Conal McNamara's introduction**

**Andrew Watkins with SWA begins presentation**

**Comments from members during presentation:**

**Design Review Board Member comments during presentation:**

Enrique Diaz: Tree input and decisions will be important. Alley utilization should also be looked at. Budgets are going to be most important.

Stephen Flanders: How old are the existing ficus? According to Chris Magdosku, they were planted in the 1960s or 70s and the sidewalks were done in 1982. Pasadena operates a valet that could help to alleviate the parking issues. This is something the CBD has discussed and could provide.

Wes Murray: Type of trees and why they were selected. How is city anticipating uses changing over time? As a result of driverless cars parking may be obsolete overtime. All cars may be moving all the time.

**Parking and Transportation Commissioner comments during presentation:**

Yvonne Simon: Outdoor dining is important. City should look at cost of tree maintenance vs. replacement. To make final decisions the City Council will likely need cost/benefit understanding for each item in the streetscape plan. Cost of each component will be important.

Tiffany Givens: Does staff have crime statistics for Uptown? Is it real or perceived? What about closing the street to obtain more pedestrian space? Andrew Watkins felt that could possibly happen in 20-25 years but not now due to lack of pedestrian/residential density.

Al Martinez: Who attended the public workshops? Hodgepodge of small and large trees may not be preferred for uniformity of aesthetic. Decreasing the number of species is a good idea. City should try to create space at Philadelphia and Greenleaf. Consider cost and budgeting of capital construction costs in addition to maintenance costs.

**Planning Commissioner comments during presentation:**

Charles Claver: Ensure the streetscape beautification plan integrates into the Uptown Whittier Specific Plan and Parking Management Plan directives. Which trees are impacted by disease? City needs to understand the disease impact on phasing strategies. Perhaps it would make sense to target removal of diseased trees as a first priority.

R. D. McDonnell: Tree concept needs to look at shade, aesthetic, and hardscape. Whittier has love/hate relationship with ficus trees. Replace with multiple in kind trees per tree manual. Large quantity of tree species makes maintenance more difficult. Is the feedback from the workshops from Uptown users (customers) or business owners? On tree species height statistics, how long until maturity and that listed height? How large a box tree will be used as replacement? Andrew Watkins suggested 60" box, but many thought 24 to 36" box would be more cost effective. How many years between phasing of replacement trees? This needs to integrate into cost estimates. Gathering spaces are critically important in the blossoming restaurant/dining location. Sidewalks are too narrow, but eliminating parking may hurt merchants.

**Individual Members closing summary comments:**

**Design Review Board Members:**

Patrick Craig: All these are good ideas. He is an arborist and landscape architect. Trees should be moved away from façade of buildings. Bigger planters can go into the parking spaces and off of the sidewalk to avoid bottlenecks at sidewalks even at the price of less parking. No 3'x3' planters instead look for 10'x5' planters.

Enrique Diaz: Implementation of improvements is at the top of list. Do something sooner rather than later. Parking improvements, ficus phasing is critical. He likes paving at intersections, sidewalk dining, paseos, and public art.

Stephen Flanders: If City changes to one way streets, make sure they lead to a place to park. Integrate car charging stations somewhere. Funding will be the critical component and City should forecast and plan for both capital and maintenance expenses.

Patricia O'Toole: Loves trees and City must recognize that all trees make some mess. She took a field trip to Victoria Gardens to look at the project. She would like some evergreen trees so

wintertime still has green on Greenleaf. Look at connecting Uptown with Nelles for easy access to both.

Wes Murray: Uptown needs to get ready for Nelles, they are different environments, but may compete at some level. Perhaps parking on Philadelphia could be eliminated to provide wider sidewalks. Structure parking in Eugene, Oregon is nicely done. Murals could perhaps be funded and organized through the Art in Public Places program and committee. Trees- light quality, dense cover, honey locust is good. Provide different quality of light than ficus. Use trees strategically in such a way to make it work and build character of Uptown.

#### **Parking and Transportation Commissioners:**

Al Martinez: Would like to see something happen now, perhaps lighting of parking sign. Closing streets or utilizing one way streets could create space. On street ambiance should be Whittier's priority. Traffic- be smarter about how City manages it, develop smart stop for Uber/Lyft. Have an information kiosk at valet stop, similar to airports/malls. One lane, one direction would create a lot of space.

Tiffany Givens: Plan should be pedestrian centric, but appears to be parking focused. Why? City should be looking at bringing in some larger business, too. Safety is apparently an issue, so objective police data should be gathered from Police Department. Homeless are an issue in Uptown. Existing parking is not fully utilized. Existing trees are an issue and planters are very narrow.

Yvonne Simon: Nelles will be competing with Uptown. An article from 1951 showed that the Broadway and Quad shopping center had a negative impact on Uptown. Utilize Philadelphia as the access between Nelles/Whittier Blvd. and Uptown. Investment must be made in Uptown to compete with newer projects like Nelles.

#### **Planning Commissioners:**

Todd Borzi: Budget is most important. Open space in front of parking garage could be better utilized and ideas presented were good ones. Maintenance budgets should also be explored. Identify opportunities for specific improvements.

Charles Claver: Great presentation with many great examples from Uptown's competition. Kurz worked for Alton and Porter who designed Victoria Gardens based on Uptown Whittier. Budget understanding will be most important as will prioritization of improvements. Lighting is important to feel safe, the LED retrofit is brighter. Look to integrate old and new. Maintenance must be ramped up; we can no longer defer maintenance of Uptown. Work to maximize return on investment.

Eduardo Hernandez: Other surrounding areas don't know about Uptown Whittier even though it is a foodie and entertainment destination. Needs next level of streetscape improvements. Structure closing at 10pm is an issue as is cash only for payment. Other items in structure are also not modern. Need signage, branding, and wayfinding in Uptown and Whittier. Attract folks from other locations. Look at examples in Long Beach, Alhambra, and Riverside. Open



Uptown to outside markets in surrounding cities. Some items may not be a part of our budget in the end, but up to private market or other programs, such as murals and outdoor dining. How does Uptown Whittier Specific Plan influence streetscape and vice versa.

David Lara: One way street could provide very wide sidewalk. Project needs to be incrementally implementable. Parking – one might need to look for 15 minutes on a Saturday before finding a spot. Open space in front of existing structure should be enhanced. Tree removal should be prioritized based on hardscape damage inflicted by tree. Traffic studies and specific plan may need tweaking. Wayfinding to and within Uptown. Need an economically driven, phased approach.

R.D. McDonnell: Since the 2008 specific plan adoption folks have been restless at long wait to see something happen in Uptown. Specific Plan provides for building and massing, but projects have been lingering and not readily developing even though Uptown is a growing dining and entertainment area. City need to build on that momentum. Like a mall City needs anchors and complementary retails stores with different goals and motivations. Find common ground in how to proceed. Retail is changing and many brick and mortar stores are waning. City must anticipate that change and create experience that people want. Sidewalks are too narrow, which makes for an uncomfortable environment. City needs to attract customers to come and linger in Uptown. Management and operation of streetscape will be important over long term. New structure should have an auto pay kiosk. Trees should be both deciduous and evergreen. Move trees away from buildings and place in parking stalls. Parklets are good. Phasing- perhaps a pilot project for outdoor dining at a premium location could pioneer change. Focus projects on those with the highest impact and lowest cost; Uptown needs a wow factor. Designate and advertise Uptown at primary points of interest, such as, Greenleaf, Philadelphia, Hadley. McClay in San Fernando has some nice entrance monuments with ornamental iron and large pilasters.

**Miscellaneous Comments:**

Need to cost out improvements and maintenance.

Lighting wiring and conduit may be important.

Wayfinding signage and monument signage would help “brand” Uptown.

February 8<sup>th</sup> public workshop will present some physical concepts for specific locations and show several options to choose from.



**Joint Meeting of the Whittier City Planning Commission**

**Parking and Transportation Commission and Design Review Board**

**February 21, 2017 Meeting Notes**

**Public speakers:**

Rick Elias – Businesses can grow in Uptown, ficus trees hurt image, pending PBID could help, \$900,000 will only finish one block, streetscape project is underfunded, but \$9 million is programmed for parking structure. Parking study says we have enough parking, moving more budget dollars to streetscape makes more sense, otherwise the streetscape improvement will take place over a period of 15+ years.

Kandi Mash – Washington Ave. - Excited for potential improvement, she attended all three public meetings, Understands one block improvement then later roll out to other areas, thinks \$900,000 budget should be spread from Hadley to Wardman, and along Philadelphia from Washington to Comstock, perhaps \$300,000 could be spent on each block then layer on items as needed, silly to paint just one wall of house, ficus trees are costly to remove all, every 3<sup>rd</sup> or 2<sup>nd</sup> tree may be better.

Andrea Belami - College Ave – Use planning meeting to determine best use for limited first phase funding, painting part of house is not great, but one block approach could be good, ficus are a problem and they create a gloomy streetscape, improved lighting, especially along Bailey Street is needed, there are many trip hazards.

Leann Tyler – Ficus are beautiful, but she tripped and sprained ankle and did not sue city, people must really watch there steps in Uptown.

Kathy Goldman – Uptown was a ghost town at one point, but now many new merchants/restaurants, she is a concerned historic neighborhood representative, suggests restoring green wrought iron railings, loves Whittier, but it needs to be cleaned up like Home Depot by a zambonee like machine, buy machines for cleaning, Bright Avenue is up and coming, flowers and hanging plants on light fixtures could enhance area, like Santa Monica plants on light posts, it denotes locations of interest and tells patrons where the fun starts, at Disneyland, Disney digs up sidewalks where roots are a problem and puts in pavers, plant flowers, hire maintenance, spend low cost to restore, no more asphalt patch, cleaning/Flowers will go a long way.

Carol Anne Bellgard - 7035 Greenleaf Ave. Trees keep people cool with shade, without trees people will bake, empty lots and buildings should be developed first before streetscape.

Marc Anthony Portino – Cares about trees but would like to see them replaced.

Edward Lopez – Dines and shops in Whittier, glad it is a Tree City USA, Fullerton trees look great.

Francis Guida – Save ficus trees, they are large and established, research any new trees thoroughly, sidewalk can be accommodated.

Jeff Tyler – Horticulture major in college, ficus are a cancer on urban landscape, recommend new trees.

### **Closed public comments**

#### **Ben Pongetti's introduction**

#### **Sean O'Malley and Andrew Watkins with SWA begin presentation**

Introduction to Plan, Phasing and Costing, Based on Uptown Whittier Specific Plan concepts, Streetscape framework, discussion of highlighting important areas like gateway items on Philadelphia/ Whittier Greenleaf/Whittier, cost comments regarding conceptual zones for costing, three geographical extents for potential improvement. Four concept plans for one block model.

#### **Comments from members during presentation:**

##### **Design Review Board Member comments during presentation:**

Patrick Craig - It may be possible or impossible to redo hardscape around existing ficus trees due to the roots. Are the new planters 6' x 6'? while the existing planters are 5' x 3'?

Enrique Diaz – Biking to Uptown should also be considered, there is a published bike plan that the streetscape plan should connect to, gateway signage in Uptown should be include in the plan.

Stephen Flanders - Does the one block concept stop at Bailey? Yes. ADA parking in parallel may not function properly, but Chris Magdosku indicated there is a Caltrans standard for ADA parallel parking that can be used to make it function properly.

##### **Parking and Transportation Commissioner comments during presentation:**

Tiffany Givens – Maintenance costs at each zone need to be considered, Uptown needs more maintenance, wanted to know where parallel or angled parking is being proposed.

James Becerra – Asked clarifying question on tree totals, SWA clarified that some existing trees in Uptown are not ficus.

Al Martinez – Wayfinding signage may be lower down the list of priorities. 20-25% reduction in parking stalls and more ADA parking is a concern, don't do more ADA stalls than required by the applicable codes.

Yvonne Simon – What is the parking structure fee for future implementation? Based on Parking Management Plan directives and Ordinance adopted by City Council.

**Planning Commissioner comments during presentation:**

R.D. McDonnell – Soil in Uptown is not good for infiltration so planters to accept storm water will be more like bioswales than retention zones.

Charles Claver – 1 Parking planter, 1 block, What are the costs for tree trimming? historic lights are important to retain, LED lights now installed brighten things up, will they stay or be moved? can the historic lights be reused for lower expense?

David Lara - Drive through for existing parking structure is important from Greenleaf on existing City owned lot, stopping the one block idea short of Bailey Street would be a mistake, it should be carried through Bailey intersection. Consider the impact on parking if applied to the whole Uptown area.

Wes Murray – Temporary parking and parking stall planter in sample photograph is based on a one way street, this is not like Uptown. Will there be consideration of existing land use for parallel vs. angled parking? Not as proposed, it is based on pattern and cross streets not land use.

**Individual Members closing summary comments:**

**Design Review Board Members:**

Patrick Craig - Concept 4 is preferred as costs appear close enough to others and it provides significant change/renewal. Likes that it pushes trees out several feet, extends sidewalks, and removes ficus. Ficus have to go. Concept 4 is the best value.

Enrique Diaz - Parklets can be reused or switch location, this could become a competition between businesses over time. Perhaps, the long term maintenance of parklets could be up to individual restaurants over time. Completing one block with all the kit of parts will be a catalyst. Concept 3 preserves some ficus trees and creates some visual interest with two parking types parallel and diagonal. Temporary parklets could be interesting and entice people to visit Uptown to see: What is coming this summer?

Stephen Flanders - Go up to Bailey Street with sidewalk, don't stop short. Concept 4 is best due to boldness of plan. Also likes Concept 3 because you can ease in. Buildings should be washed and painted. Ficus have made a mess. Perhaps City should look at corporate sponsorship, such as the "Pepsi Gate" for gateway signs? Storefronts need some improvement and perhaps that could be incentivized at the time of the streetscape improvements. Restaurants should maintain outdoor tables.

Patricia O'Toole - 5' planters now 6' planters in new paradigm. List of guiding principles – for example, maintain 5 minutes walking distance in Uptown. Bailey Street is in bad shape and needs improvement. Historic lighting is a historic item that needs to be retained, focus on restoring and renewing it. Loves all the concept designs and wishes there were more money to implement. She would vote to do more than one block. Improvement should be spread out over larger area. Dislikes the idea of a chosen area and "stepchild area." \$900,000 could go a long way with less work even though such work would lose the "wow" factor. Completing one

street and waiting 10+ years for the next is an issue. "Can't love one kid more than another." A light canopy over Philadelphia and Greenleaf existed at one time and may be attractive. Focus on doing simple things with highest impact. Nelles project needs to connect to Uptown, so Philadelphia corridor is important, too. Concerned about ongoing maintenance and maintenance of the parklets in particular.

Wes Murray - Uptown went through a similar process after 1987 earthquake. Wearing the DRB Hat each concept has something special. Concerned that first two concepts have outside dining on the other side of the sidewalk from buildings, this may not function properly. How do you make it a unified space? Like concepts 3 and 4, but believes concept 4 is the best. Plan 3 has a mix of parking which may be good and bad. What businesses get which public gathering space will be a political football and a method may be needed to deal with it. Plan 4 allows for the most gathering space. Small contained play areas near restaurants could be very attractive for parents, so they can watch kids. Uptown has many activities that close streets; how will streetscape work with closures?

#### **Parking and Transportation Commissioners:**

Al Martinez - Likes concept 4. Suggests a bike facility of some kind at the mid-block crossing. Sees electric charging as needed in parking structures but not necessary on street. Maintenance cost should be evaluated. Don't repurpose funding allocations. Concept 4 offers the most dramatic change in uptown and parallel parked vehicles block gathering spaces to protect patrons eating/gathering outside. With wider sidewalks for gathering spaces more street vendors may move in to Uptown area, which would then require a separate ordinance and enforcement issue. When City issues an RFP for construction work, consider including ongoing maintenance in the contract.

James Becerra - Greenleaf and Philadelphia block is important. Alley improvements are also important over time. The one block strategy is probably the way to go. Likes concept 4 - gathering in Uptown, as it has no temporary parklets, but permanent gathering space. Broadway is an example. Concept 4 gathering in Uptown will give us flexibility over time.

Tiffany Givens - Look carefully at decision to invest in parking structure. Seek to incentivize parking in structures. Top choice is Concept 4 gathering in uptown because it provides much more wide open gathering spaces and walkability. Very large planters may be too big and waste space. Property owners in the PBID may want more. Patrons should be able to pay by other means (debit/credit) than just cash in existing parking structure, patrons should be able to turn in from Greenleaf and City needs to turn on existing neon sign. City needs to work to create modern technology in new parking structure to invite patrons. Development in Uptown is dependent on added vertical parking.

David Gonzalez - All direction crosswalks are safe. Railings for parklets should be able to stop or deter a vehicle, all direction walk should be consistent throughout day, not change based on time and day. Santa Monica at pier, drivers can't turn during all walk. Likes parklet idea, but wonders how it would work: who, what, where, when, why, etc? Likes Concept 2 but not parklets due to issue with cars and priorities. Concept 4 offers most flexibility for gathering and dining. It offers very usable outdoor space. Likes the one block idea as a catalyst.

Yvonne Simon - Try to close streets just once a quarter for the very large successful events that bring people from afar. For example, Dia De Los Muertos and the car show, which brings 15,000-20,000 people. It is many merchants highest grossing day of the year. Maybe create a threshold to only allow closure for events that bring >10,000 people to Uptown. Uptown needs an anchor store and restaurant that is very profitable to attract others. Take concessions at events and make it work. Likes Concept 2 for parking, as she can't find parking when going to Uptown and that concept does not reduce parking. Outdoor eating works in Pasadena and people don't get hit by cars so there is a solution to that issue. Favors the concept of eating outside, where a dog can join its owner. Look and model after Cities that work well. Neon light on Greenleaf for parking in existing multi-deck should be turned on. Attendant at the existing multi-deck absolutely needs a "square" register or other device so they can take debit/credit cards. Many aspects at existing multi-deck are outdated and not taking cash is a major problem.

#### **Planning Commissioners:**

Todd Borzi - Is there proposed new hardscape around existing trees? Yes, in most concepts. Concept 2 achieves pedestrian level 13 foot sidewalk, which is enough. Parklets can be used for expanding a bistro, etc. Concept 4 affects many more cost items and converts to parallel parking. Concept 2 eliminates ficus and provide spacing of trees to allow filtered light.

Charles Claver - Ongoing maintenance cost for all four options should be considered. The primary cost is the square footage cost for maintaining planted spaces. What size trees are included in cost estimates, 36" box cost (48" or 60" would be better). In the end tree box size is dependent on species, cost, and objective. Lighting costs of \$120,000 were also included in estimates. Check into Edison programs for potential grants or cost sharing for new lighting. All concepts are valid and provide strong options. Consider the Downtown LA banking district investment in Downtown. Changes can happen quickly. Likes prototype idea in one concentrated area, and Greenleaf to Bailey is logical. Gateways to Uptown are also important. Of four concepts he prefers Gardens of Uptown because it blends both heritage old and new. Ficus trees are dying out at some point and some are already diseased. Disease should be considered to determine which are removed. City has a love/hate relationship with the ficus. Historic lighting is critical for streetscape as it creates a real sense of place. Large amount of planting and gathering space present a nice balance. Greenleaf funding is okay, budget has created its own challenges. In time, development will happen on all blocks. For example, Bright Avenue has created its own character.

Eduardo Hernandez - Other funding sources should be sought after to fund streetscape beautification. City should apply for grants. A main street should have a 13 foot sidewalk. Important to do something now and broad area, light touch should be done first. Signage that identifies Uptown is important. Recognize that Uptown is a great place even without improvement, but we must push it further along. Long term, documents become rigid over time they will need some flexibility. Back lash will be hard for CBD if improvements are not spread out over larger area. Seek funding opportunities to leverage bond funds; this should be the number one priority. Don't spend bond funding until City locates other leverage funding sources. Likes making sidewalks bigger and eliminated some parking. Ongoing maintenance cost with

little revenue for a while will be difficult. Target 85% occupancy in the parking with demand based parking pricing. Focus on improvements on something seen at night (lighting) and something seen during the day (gathering space/landscaping). Address the ficus trees.

David Lara - Drainage [under MS4 permit] can add considerable cost. City needs to include and anticipate these costs, SWA indicates that concepts being proposed do not regrade street and minimize area of runoff that must be dealt with. Likes Concept 4 gathering in Uptown. Feels it is the Cadillac version. All the added hidden cost must be carefully evaluated. Horticulturist should evaluate trees. Lighting is important and City should learn from Tom Gilmore from Downtown LA. Parallel parking can work. Parking cost for new structure should likely be minimized at first. Find other money resources. Businesses, property owners, and city need to stop tarnishing Uptown. Bailey to Wardman on Greenleaf is a good block to focus on. Look at metered parking as soon as possible. Gateways to Uptown on Whittier Blvd. have 40,000 average cars per day so advertise there. Storefront Plan for Uptown may also be good. It should focus on clean and painted facades.

R.D. McDonnell - Infrastructure repairs will really help uptown blossom. Electrical conduit is a major issue that needs to be addressed. Low Impact Development (LID, MS4 Permit) triggers a host of issues that may increase cost substantially. Talk to other Cities for advice on how to most effectively deal with the issue. Look for proactive grants to fund landscape or complete street improvements for example on Newlin by La Cuarta. Broad area, light touch could make a difference now. CBD property owners will be angry if paying in but receiving little benefit. But broad area, light touch is a bit like lipstick on a pig. It waters down improvements and will not be highly visible improvement. Likes Concept 3 for one block, pilot project. Likes parklet idea if done right. Philadelphia to Bailey will create excitement and be a catalyst for other projects. It is probably necessary to break it down into smaller parts as it is overwhelming. One block can be accomplished. Trees are very mature, but their longevity is in question. These are really improvements for the next generation. Ficus are not conducive to retail, due to size, height, and light. They block business signage. Likes replacing all with new trees on street. Pulls tree canopy away from building, creating a more visible façade. Wider sidewalks are needed. 100% parallel parking is okay. Create a retail and entertainment district for people to linger in. Parklets- legal liability, logistics would need to be worked out, perhaps City could have a design competition in local university. Create a special sense of place in Uptown. Logistics and budgeting are very important. Supports Concept 4 approach. Sense is that if you build it they will come. Parking drives business and recently he twice went elsewhere because of lack of parking. Some level of parking cost should be charged for new structure. Create excitement and a catalyst for completion of next block. Find a way for more improvements, if successful. Votes for Concept 4.

#### **Miscellaneous Comments:**

Street sweeping will be challenging with undulations in curb.





# *your* UPTOWN

PEOPLE. PLACES. STREETS.



# *your* UPTOWN

PEOPLE. PLACES. STREETS.

## **City Council Meeting**

*March 14, 2017*

- 1. Team introduction**
- 2. Project introduction**
- 3. Positioning Uptown**
- 4. Community involvement update**
- 5. Uptown programming**
- 6. Uptown tree strategies**
- 7. Streetscape Framework**
- 8. Streetscape Concepts**
- 9. Closing Remarks**





# *your* UPTOWN

PEOPLE. PLACES. STREETS.

## Consultant Team

### **SWA Group**

Planning, Urban Design, Landscape Architecture

### **Fuscoe**

Civil Engineering

3







Victoria Gardens: Monet Avenue  
Rancho Cucamonga, CA



Guthrie Green Streetscapes  
Tulsa, OK





Santana Row  
Santa Jose, CA

# WHERE IS THE FOCUS OF THE STREETScape BEAUTIFICATION PLAN?

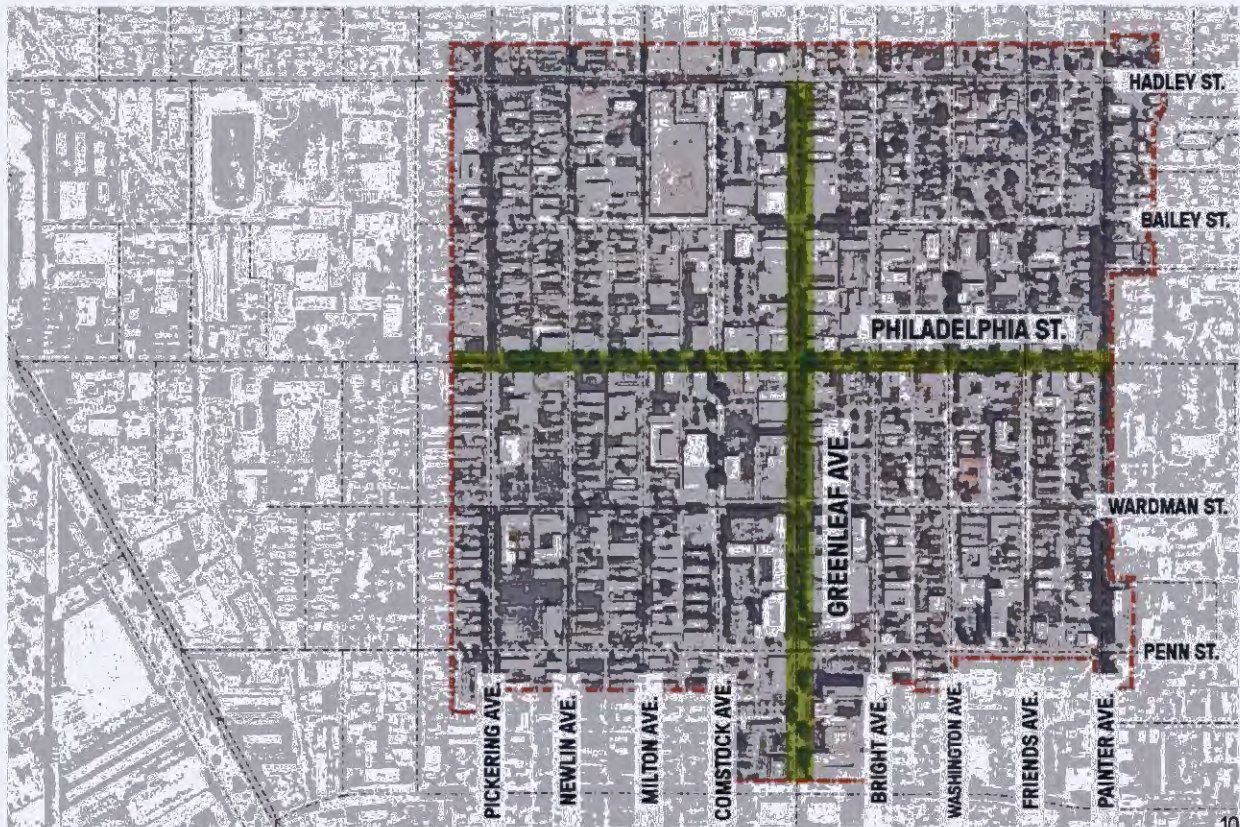


# Project Study Area

**185 ACRES**  
**35 CITY BLOCKS**

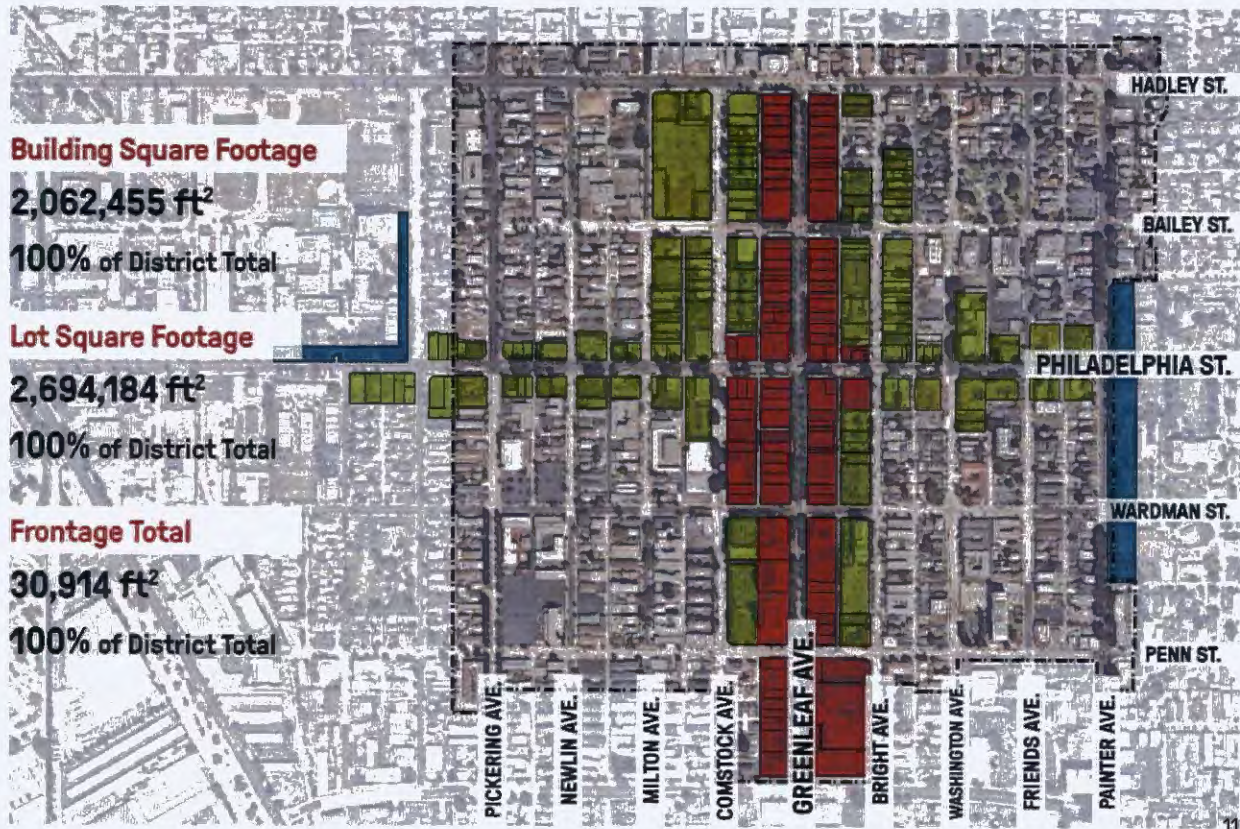


# Project Study Area *Primary Focus Area*





# Proposed Benefit Districts



## WHY A STREETScape BEAUTIFICATION PLAN?



***CELEBRATE*** the historic core of Whittier



13

***ENRICH*** the community's public realm



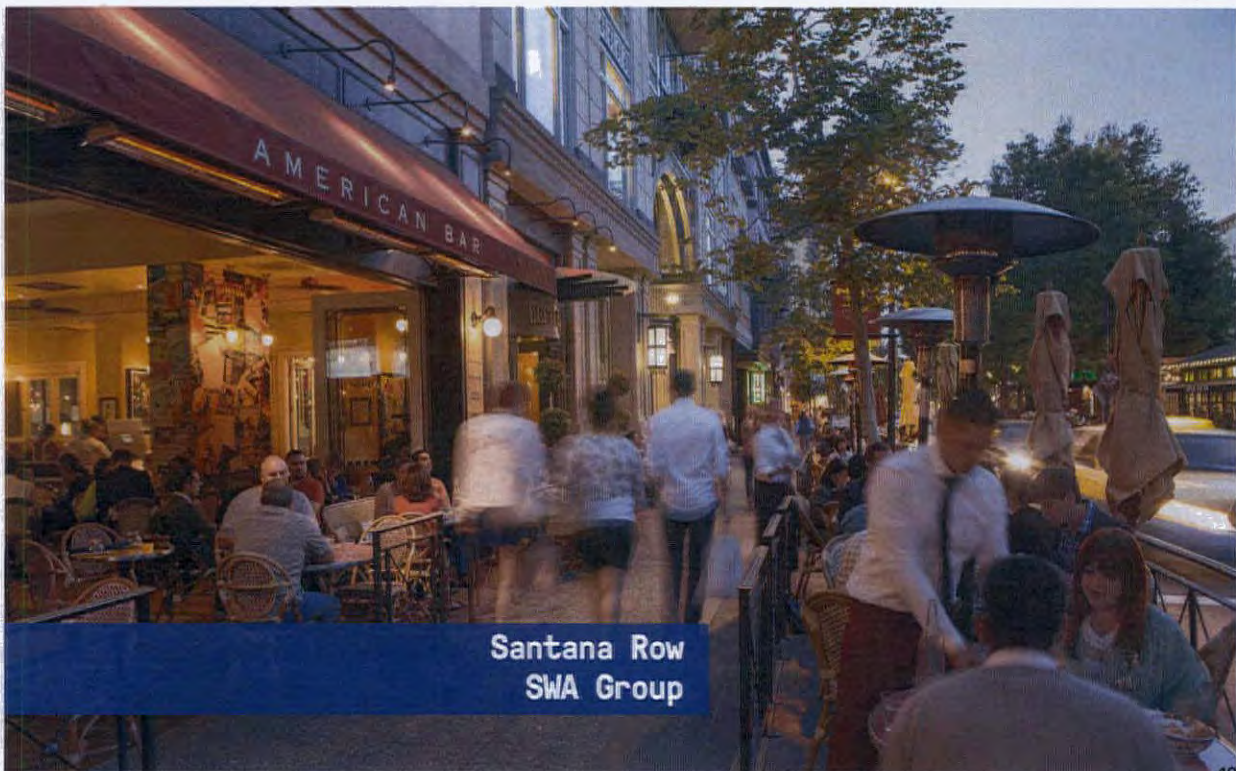
33



## **KEEP** Uptown competitive



## **PROVIDE** for safety & accessibility





# **PROMOTE** a walkable, enjoyable Uptown

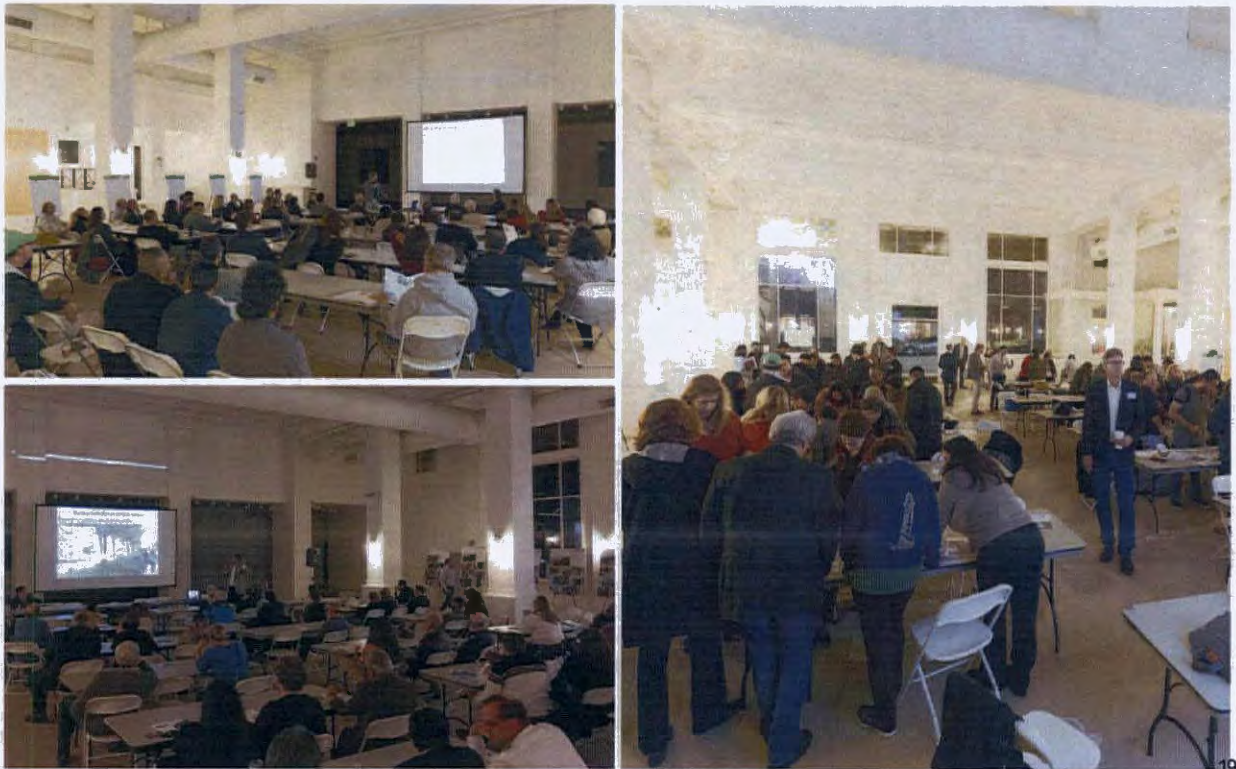


## **WHAT IS A STREETScape BEAUTIFICATION PLAN?**



The Streetscape Beautification Plan will include ...

## **results** from community-based input



The Streetscape Beautification Plan will include ...

## public realm **programming**





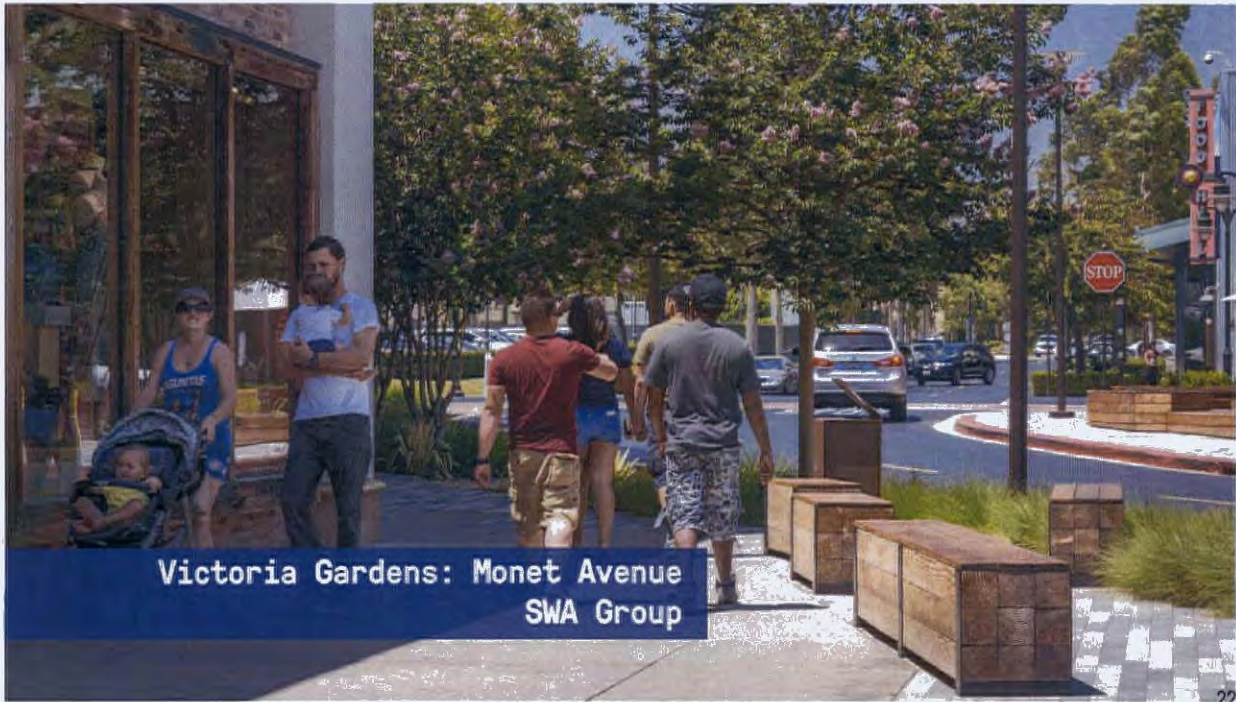
The Streetscape Beautification Plan will include ...

## **design strategies** for landscape and hardscape enhancements



The Streetscape Beautification Plan will include ...

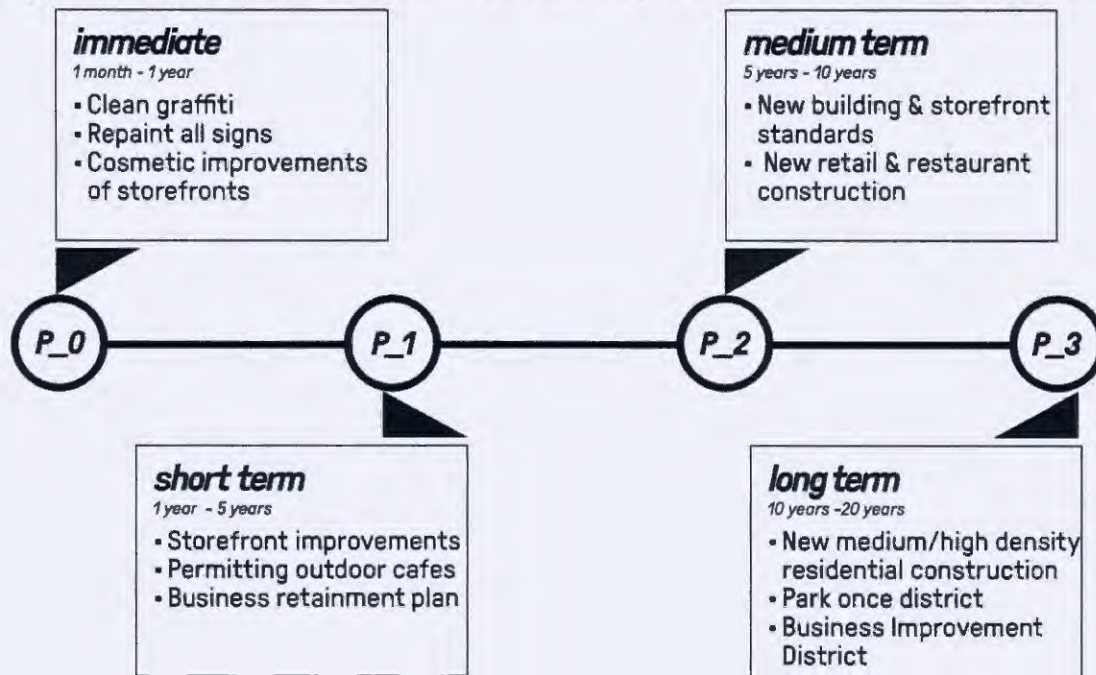
## **design strategies** for street furnishings and pedestrian safe amenities





The Streetscape Beautification Plan will include ...

# project cost estimation and phasing of implementation (example from U.W.S.P.)



23

# POSITIONING UPTOWN

# Local Commercial Districts

**UPTOWN**

**WHITTIER BLVD**

**MARKETPLACE**

6 MINUTES FROM UPTOWN

**THE QUAD**

6 MINUTES FROM UPTOWN

**TOWN CENTER**

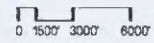
13 MINUTES FROM UPTOWN

## MAJOR INDUSTRIES

General Consumer Goods...	<b>1,372</b>
Restaurants & Hotels.....	<b>264</b>
Autos & Transportation.....	<b>217</b>
Fuel & Service Stations.....	<b>19</b>
Food & Drug Stores.....	<b>103</b>
Businesses & Industry.....	<b>591</b>
Building & Construction.....	<b>72</b>
Transfers & Unidentified....	<b>6</b>

**Total** **2,644**

Source: HDL Companies



# Regional Commercial Districts







downtown  
**PASADENA**



**ATTRIBUTES**

- Streets & courtyard spaces
- Retail alleys / paseos
- All block crosswalks
- Cultural institutions / museums
- Kid space children's museum
- 200+ Boutique / national retailers
- 100+ Restaurants / cafes
- Commercial + residential space



downtown  
**CLAREMONT**



**ATTRIBUTES**

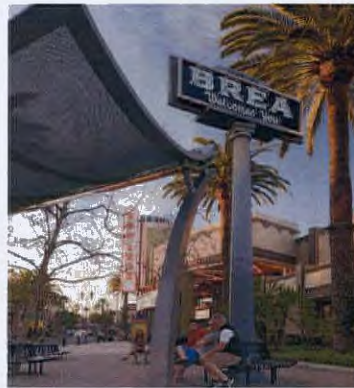
- Informal landscape
- Village scale retail
- Curb bump-outs
- Outdoor dining along alleyways
- Paseos & courtyard spaces
- 150 Shops, restaurants & galleries
- Residential /condominium housing
- Entertainment venues
- Connection to metrolink station







downtown  
**BREA**



**ATTRIBUTES**

- Outdoor dining & cafe space
- Great store frontage & facades
- Pedestrian focused district
- Shopping
- Entertainment
- Office Suites
- Live / Work Lofts + Homes
- Holiday + Seasonal Events



29



downtown  
**FULLERTON**



**ATTRIBUTES**

- Similar historic character to Uptown
- Similar building heights & store frontages to Uptown
- Connection to Metrolink / Amtrak
- 2,500 Free Public Parking Spaces
- Dining
- Live Music
- Entertainment venues
- Farmers / Craft Markets



30





downtown  
**ORANGE**



**ATTRIBUTES**

- Central gathering space that acts as an anchor
- Strong tenant focus of antique stores and boutique shopping
- Strong cafe anchor
- Historic Orange Plaza
- Heart of the City of Orange
- Antique Shops
- Gourmet Eateries

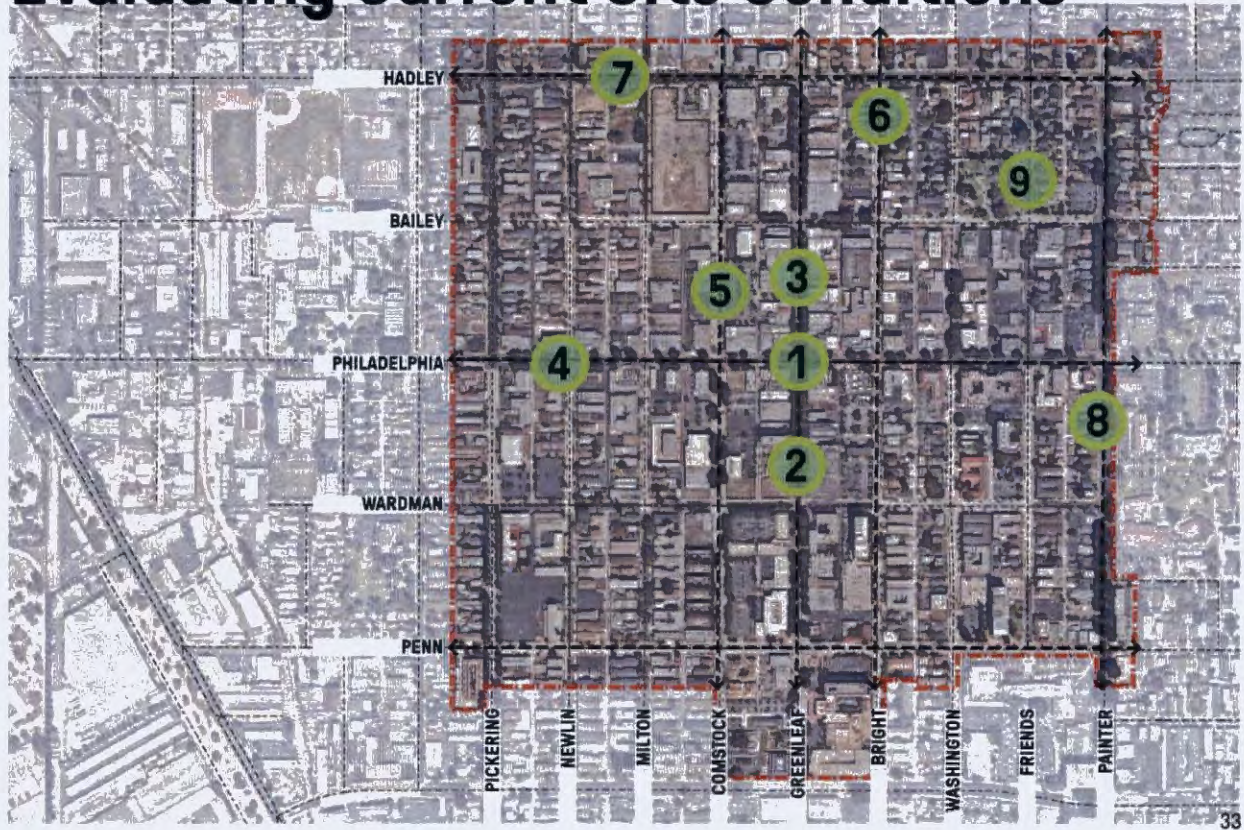


31

# CURRENT SITE CONDITIONS



# Evaluating Current Site Conditions



## Current Site Conditions

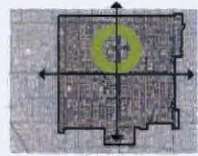
# Philadelphia St. / Greenleaf Ave.





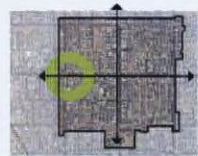
Current Site Conditions

# Greenleaf Ave.



Current Site Conditions

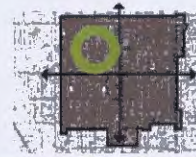
# Philadelphia St.





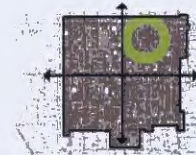
Current Site Conditions

# Comstock Ave.



Current Site Conditions

# Bright Ave.





# General Observations



# GUIDING PRINCIPLES



# Guiding principles rooted from the Uptown Whittier Specific Plan

1. *Pedestrian orientation*
  2. *Interconnected street system*
  3. *Quality of the public realm*
  4. *Distinct character*
  5. *Smart transportation & parking*
- Mix of land uses
  - Infill development
  - Housing choice

41

## 1. Pedestrian orientation



47



## 2. Interconnected street system

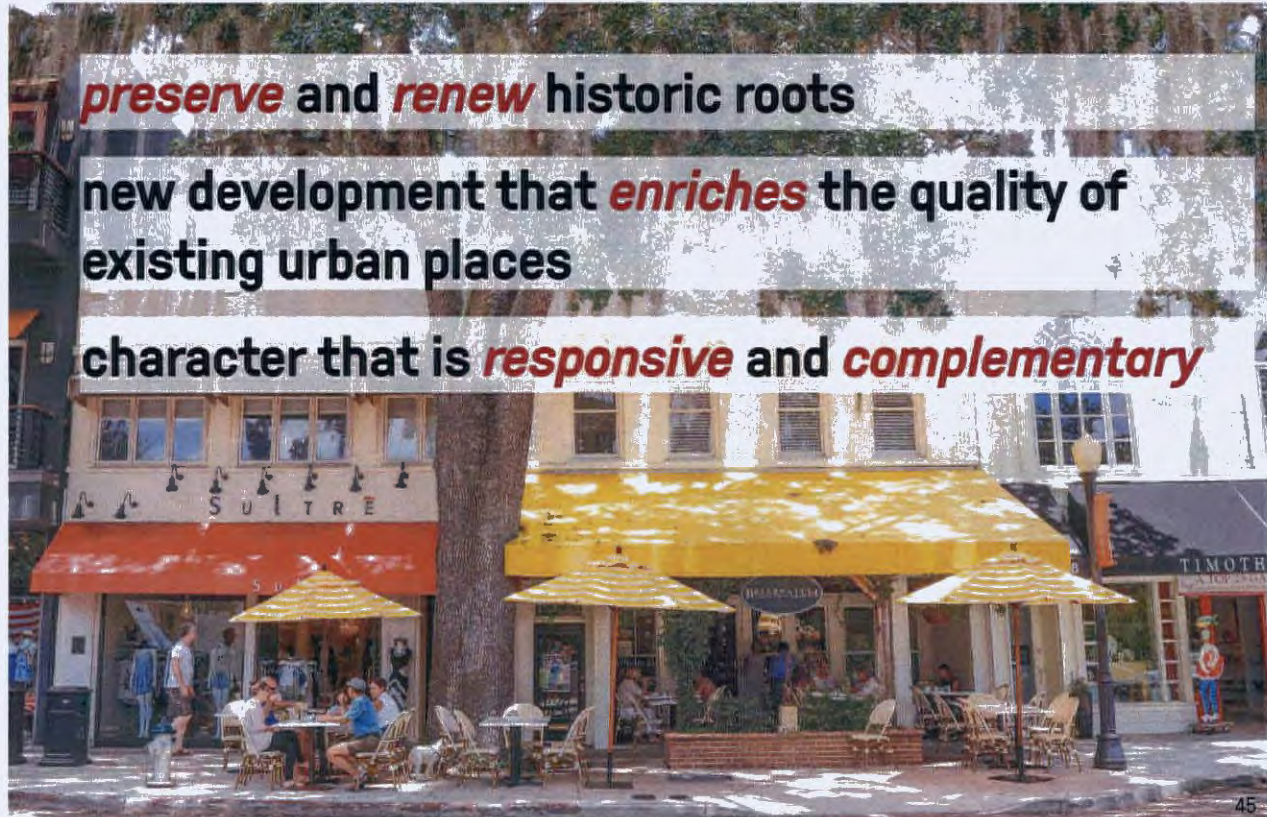


## 3. Quality of the public realm





## 4. Distinct character



*preserve* and *renew* historic roots

new development that *enriches* the quality of existing urban places

character that is *responsive* and *complementary*

45

## 5. Smart transportation & parking



streets for *all*

transportation choices that are most *affordable* and *environmentally sensitive*

park *once* strategy

46



# COMMUNITY INVOLVEMENT OVERVIEW

47

## TAKE PART!

Community involvement and input lies at the heart of the process

- ① **COMMUNITY WORKSHOP #1**  
EXPLORE: Beautification Ideas & Opportunities  
November 30<sup>th</sup>, 2016
- ② **COMMUNITY WORKSHOP #2**  
CREATE: Beautification Brainstorming & Mapping  
TODAY | JANUARY 11<sup>th</sup>, 2017
- ③ **COMMUNITY WORKSHOP #3**  
EVALUATE: Alternative Beautification Concept  
Wednesday | February 8<sup>th</sup>, 2017

*Results from*

# COMMUNITY

# WORKSHOP #1

*Wednesday, November 30, 2016*

*@ Nixon Plaza Building*

49





# Workshop #1: Major Themes



## Workshop Activity #1: Pop Quiz!

1. What three qualities of Uptown Whittier do you value the most?

restaurants  
small town ambiance  
free parking theater  
architectural quality  
mix of land uses  
walkability  
historic elements quaint  
community events  
family friendly food options  
shopping location to other cities

2. Where do you go most frequently in Uptown Whittier?

church bar tea  
coffee theater  
bank  
restaurants  
bakery college  
shops work the park  
everywhere

# Workshop Activity #1: Pop Quiz!

3. What place is most enjoyable to you in Uptown Whittier?



4. What other downtowns/main streets do you enjoy visiting?



53

# Workshop Activity #1: Pop Quiz!

5. What qualities draw you to visit these other downtown/main street areas?



6. What change could be made in Uptown Whittier that would bring you here more?



53

54



# Workshop Activity #1: Pop Quiz!

7. On a scale of 1-5, how open are you to the replanting of Ficus trees with alternative species within Uptown Whittier?

**1: least open to replanting (7)**

no palms

**2, 3, 4: moderately open to replanting (7)**

**5: most open to replanting (27)**

replant with more appropriate trees

8. Would you prefer to have a few more spaces to gather or a few more spaces to park?

parking

**gathering spaces**

both

55

# Workshop Activity #1: Pop Quiz!

9. What types of gathering spaces are missing in Uptown Whittier?

organic food stores children's playground  
**live entertainment**  
**outdoor dining**  
**umbrellas** paseos  
 spaces for youth  
 community garden **music**  
 night life  
**sidewalk cafes**  
 alleys pop-ups  
**outdoor seating**  
 open green space agriculture  
 community events  
 plazas **amphitheater**

10. How many Ficus trees are currently planted in Uptown Whittier?

401 to 500  
 under 50  
 not enough  
**51 to 100**  
 301 to 400  
**too many**  
**201 to 300**  
 over 1,000  
**101 to 200**



# Workshop Activity #2: Streetscape Experiences



# Workshop Activity #2: Streetscape Experiences



- 46 ART
- 35 RETAIL/CAFÉ SEATING
- 33 PARKLET PATIOS
- 33 STREET TREES
- 31 FLEXIBLE GATHERING SPACES
- 28 GREEN INFRASTRUCTURE
- 24 STREET CROSSINGS
- 22 PARKING
- 21 SIGNAGE & WAYFINDING
- 19 STREET LIFE & AMENITIES
- 16 BICYCLE FACILITIES



*Results from*  
**COMMUNITY  
WORKSHOP #2**

*Wednesday, January 11, 2017  
@ Nixon Plaza Building*

59



56

60



## Workshop #2: Major Themes



# UPTOWN PROGRAMMING



# Programming Objectives

**1. FEASIBLE**  
Push programs that are feasible based on project realities (budgets and phasing).

**4. EVOLVING**  
Foster ever-changing and evolving activities to encourage repeat visitors.

**2. FLEXIBLE**  
Create a financially and physically flexible system of program that can host a variety of activities, are easily adaptable over time with progressing trends and patterns of use.

**5. YEAR-ROUND**  
Attract people to Uptown on a year-round basis; all week, all day. Incorporate programs for all seasons, weekdays, nights and weekends.

**3. LAYERED**  
Enrich Uptown through program layering that brings people back as repeat visitors. Experiential qualities of the streetscape are ever-changing and evolving.

# Streetscape Programming

## Art



## Parklet Patios



## Retail + Café Seating





# Streetscape Programming

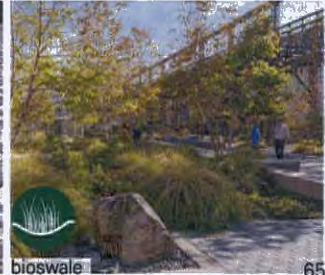
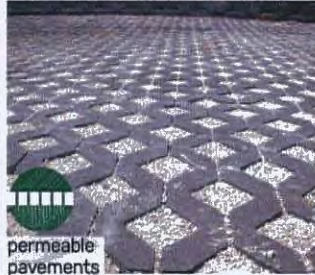
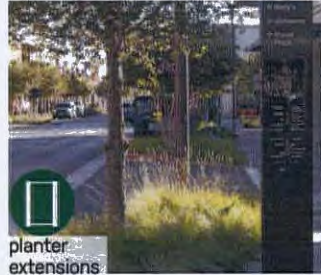
## Street Trees



## Flexible Gathering Spaces



## Landscape



65

## Sidewalks + Crossings



## Bicycle Facilities



## Street Life + Amenities



66



## Signage + Wayfinding



## Parking



67

Workshop Activity #1:

# PROGRAM

*your* UPTOWN



# Activity #1: Program *your* Uptown

TABLE 6



- TABLE 6 BIG IDEAS**
- Greenleaf blocked for cars 1x/month
  - Enhancement of dead zones (paseos, empty lots)
  - Enhanced lighting (main and side streets)
  - Parking (adding vertically)
  - Lots of art - everywhere
  - Address tree issues
  - Outside dining everywhere
  - Walkability (Like Greenway Trail to Uptown)
  - Lounge/play areas
  - Storytelling and history throughout

**STICKER COUNT**

9	8	9	9
3	8	8	8
9	9	4	
7	5	9	
8	9	5	
4	9	3	
9	9	5	
8	16	15	
9	9	13	



# Activity #1: Program *your* Uptown

COMPOSITE SUMMARY

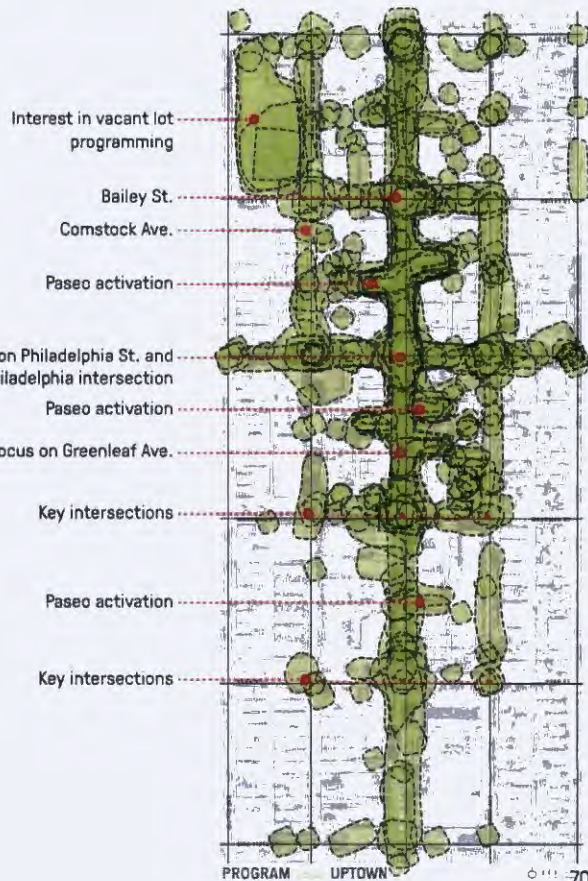
**MAJOR TAKE-AWAYS**

**KEY AREAS OF IMPLEMENTATION**

- Greenleaf Ave./Philadelphia St. intersection
- Greenleaf Ave.
- Philadelphia St.
- Key intersections extending from Greenleaf Ave./Philadelphia St.
- Bright Ave. and Comstock Ave.
- Paseos on Greenleaf Avenue
- Alpha Beta site
- Connect Greenway Trail to Uptown Whittier

**MOST PREFERRED STREETScape PROGRAM ELEMENTS**

- Safe lighting and street amenities (Greenleaf Ave., Philadelphia St., intersections)
- Art murals, installations, and sculptures (paseos and major intersections)
- Specialty paving on sidewalks and major intersection crossings
- Wayfinding and signage with historic reference (major intersections and key entry points into Uptown Whittier)
- Canopy trees (on streets)
- Specimen and accent trees (in paseos, parks, and special use areas)
- 'Outside' dining and parklets (on Greenleaf Ave., Bright Ave., Comstock Ave., Philadelphia St.)
- Urban play elements and fountains (paseos and parks)
- Parking garages (consolidated parking strategy, "vertical parking")
- Permeable pavements (in existing parking lots)





# EXISTING UPTOWN TREES

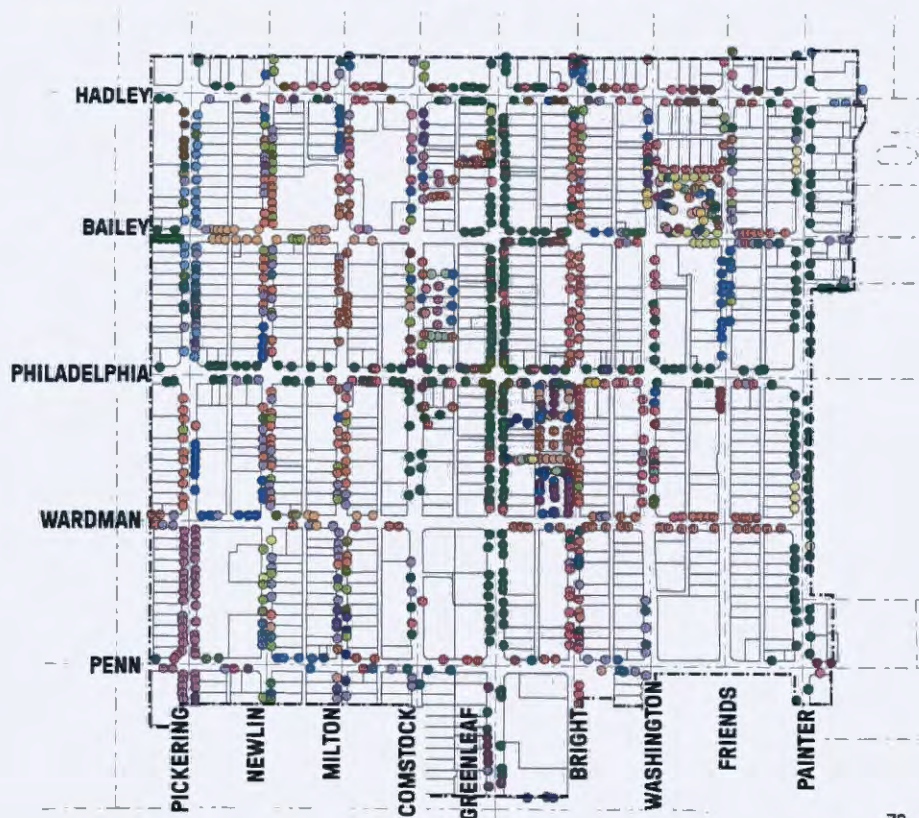
71

## Existing **Street Trees** in Uptown Whittier

**70**  
TREE SPECIES

**241**  
FICUS TREES

**1,317**  
TREES (TOTAL)

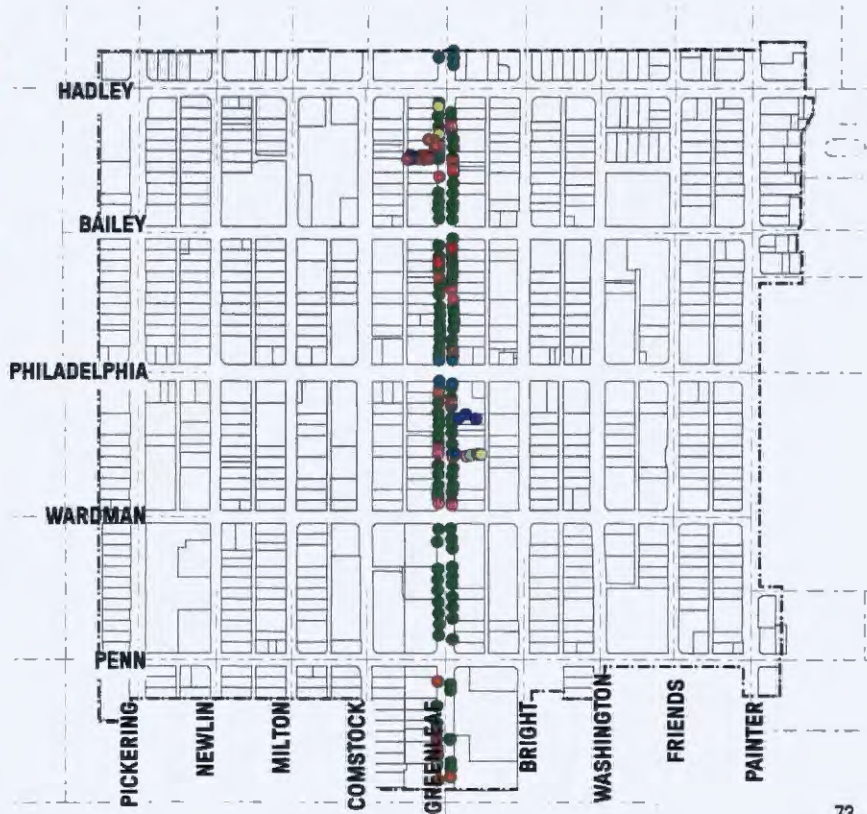




# Existing Street Trees - *Greenleaf Ave.*

**17** SPECIES

- INDIAN LAUREL FIG **104**
- CRAPE MYRTLE **11**
- SWEETSHADE **10**
- CHITALPA **7**
- CHINESE FLAME TREE **4**
- CAMPHOR TREE **4**
- GOLD MEDALLION TREE
- GOLDEN TRUMPET TREE
- GOLDENRAIN TREE
- HOLLYWOOD JUNIPER
- JAPANESE BLACK PINE
- JAPANESE MAPLE RED LACE
- LITTLE GEM MAGNOLIA
- QUEEN PALM
- WESTERN REDBUD
- WICHITA BLUE JUNIPER
- VACANT SITE



73

# Existing Street Trees - *Greenleaf Ave.*

## 104 INDIAN LAUREL FIG

- 40-60' tall / 50-60' wide
- Messy / invasive roots
- Evergreen tree

## 11 CRAPE MYRTLE

- 15-25' tall / 6-15' wide
- Slow growing
- Non-invasive roots
- Evergreen tree with seasonal color

## 10 SWEETSHADE TREE

- 25-40' tall / 15-20' wide
- Poor root growth
- Fragrant flowers
- Evergreen tree with seasonal color

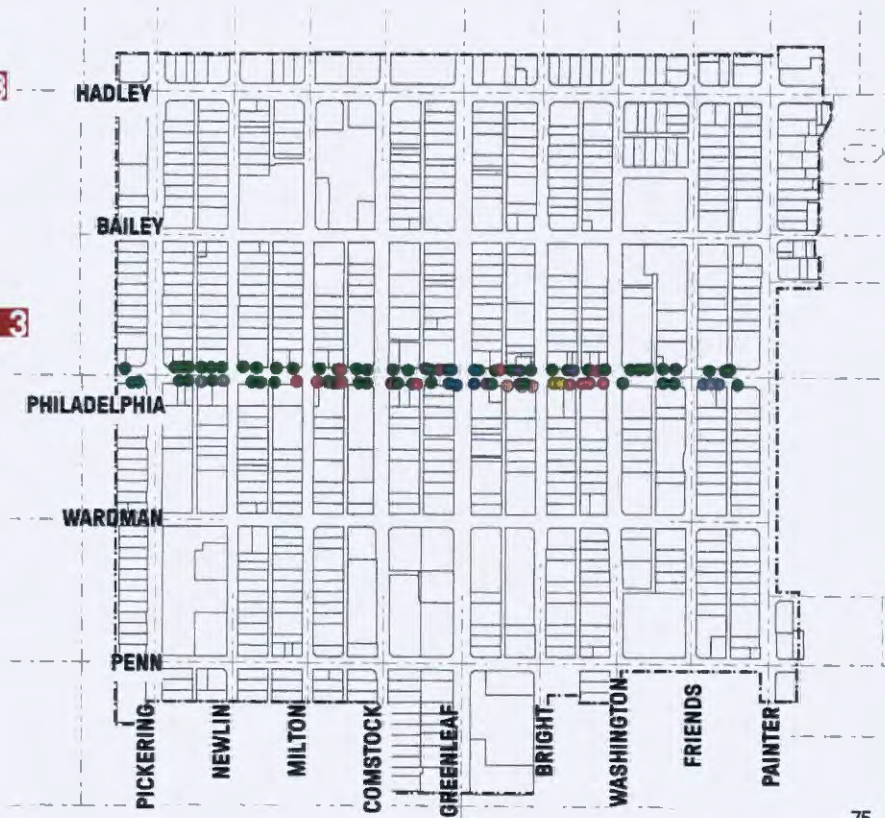




# Existing Street Trees - Philadelphia St.

12 SPECIES

- INDIAN LAUREL FIG 48
- SWEETSHADE 14
- CAMPHOR TREE 5
- WEEPING FIG 5
- CAJEPUT TREE 4
- AMERICAN SWEETGUM 3
- CHAMPACA
- GOLDEN TRUMPET TREE
- ORNAMENTAL PEAR
- WICHITA BLUE JUNIPER
- YEWE PINE
- VACANT SITE



75

# Existing Street Trees - Philadelphia St.

## 48 INDIAN LAUREL FIG

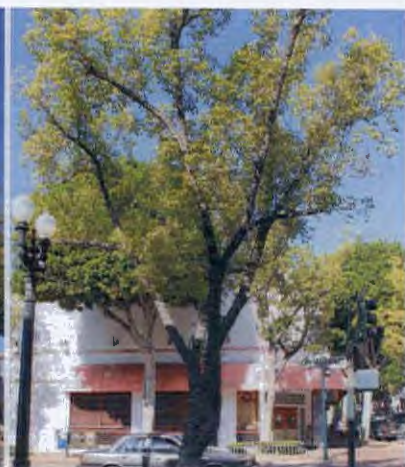
- 40-60' tall / 50-60' wide
- Messy / invasive roots
- Evergreen tree

## 14 SWEETSHADE TREE

- 25-40' tall / 15-20' wide
- Poor root growth
- Fragrant yellow flowers
- Evergreen tree

## 5 CAMPHOR TREE

- 50-60' tall / 60' wide
- Require large planting areas
- Great broad canopy
- Evergreen tree





# UPTOWN TREE STRATEGY

77

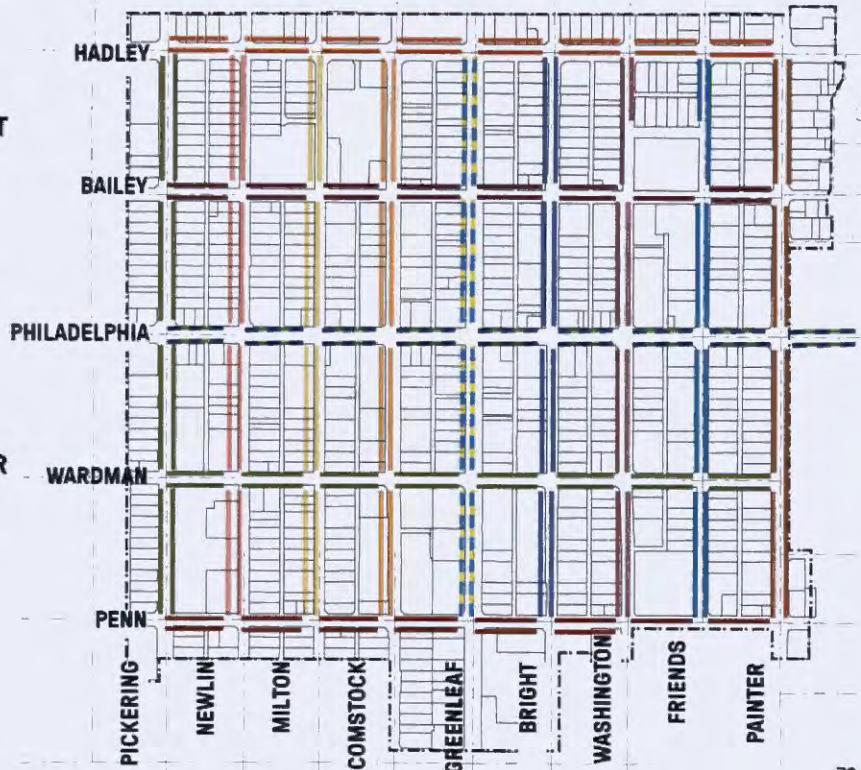
*What* do we look for in street trees found in urban environments?





# Specific Plan Proposed Street Trees

- CAMPHOR TREE
- GOLDEN MEDALLION
- AUSTRALIAN WILLOW
- SUNBURST HONEYLOCUST
- SHADEMASTER LOCUST
- GOLDEN RAIN TREE
- SOUTHERN MAGNOLIA
- CANARY ISLAND PINE
- CHINESE PISTACHE
- LONDON PLANE TREE
- BRADFORD CALLERY PEAR
- JAPANESE PAGODA TREE
- EASTERN REDBUD
- BRISBANE BOX
- PINK TRUMPET TREE
- INDIAN LAUREL FIG



## Street Tree Strategies



**1. LIMIT** NUMBER OF TREE SPECIES

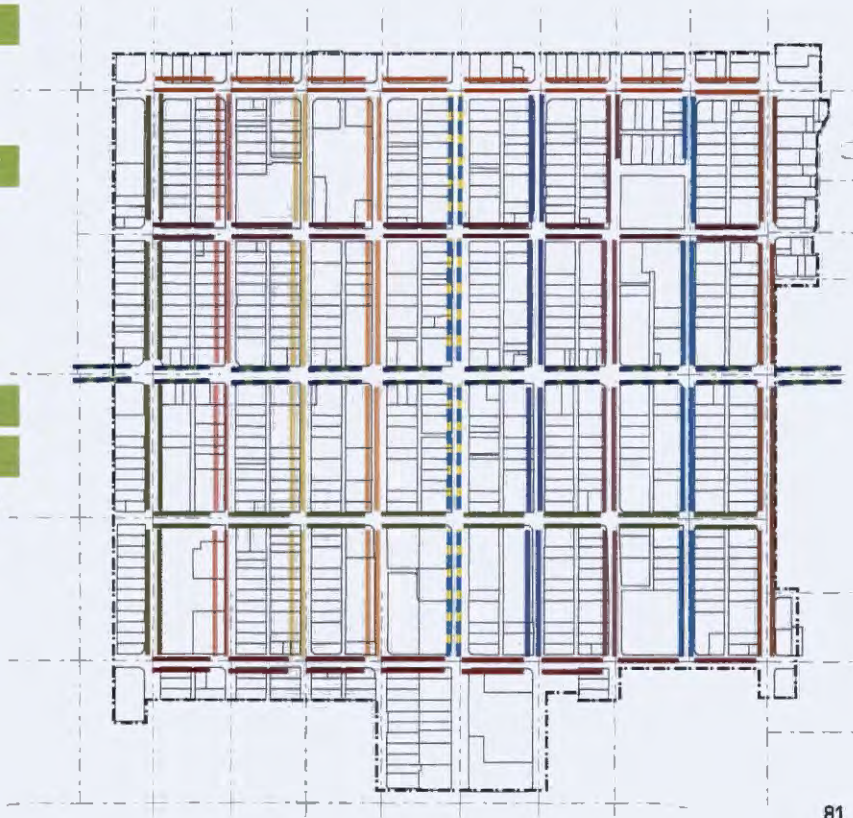
**2. ALLOW** *LIGHT* INFILTRATION INTO PUBLIC REALM

**3. CREATE A** *HIERARCHY* OF STREET TREES



# SWA Poposed Street Trees *Per Specific Plan*

- CAMPHOR TREE
- GOLDEN MEDALLION
- AUSTRALIAN WILLOW
- SUNBURST HONEYLOCUST
- SHADEMASTER LOCUST
- GOLDEN RAIN TREE
- SOUTHERN MAGNOLIA
- CANARY ISLAND PINE
- CHINESE PISTACHE
- LONDON PLANE TREE
- BRADFORD CALLERY PEAR
- JAPANESE PAGODA TREE
- EASTERN REDBUD
- BRISBANE BOX
- PINK TRUMPET TREE
- INDIAN LAUREL FIG



# SWA Suggested Street Trees *Specific Plan*

**London Plane Tree**  
(Platanus x acerifolia 'Columbia')



**Chinese Pistache**



**Sunburst Honey Locust**



**Camphor Tree**





# SWA Additional Suggested Street Trees

## *Specific Plan*

Pink Trumpet Tree



Crape Myrtle



Chinese Elm



Modesto Ash



83

# FICUS PHASING



# Existing **Ficus Trees** in Uptown Whittier



## Fun Ficus Facts



### Indian Laurel Fig (*Ficus microcarpa*)

**HEIGHT / WIDTH:**

40-60' Tall / 50-60' Wide

**CHARACTERISTICS:**

Non-native evergreen tree  
Oval or rounded shape

**PLANT NEEDS:**

Medium water needs / full sun  
to partial shade

**GROWTH RATE:**

24 inches per season

**LONGEVITY:**

50 to 150 years

**CONCERNS:**

Medium/weak branch strength  
Root damage potential  
Messy Fruit Droppings  
Maintenance Issues



DIRTY SIDEWALKS FROM TREE FRUIT



SIDEWALK UPROOTING



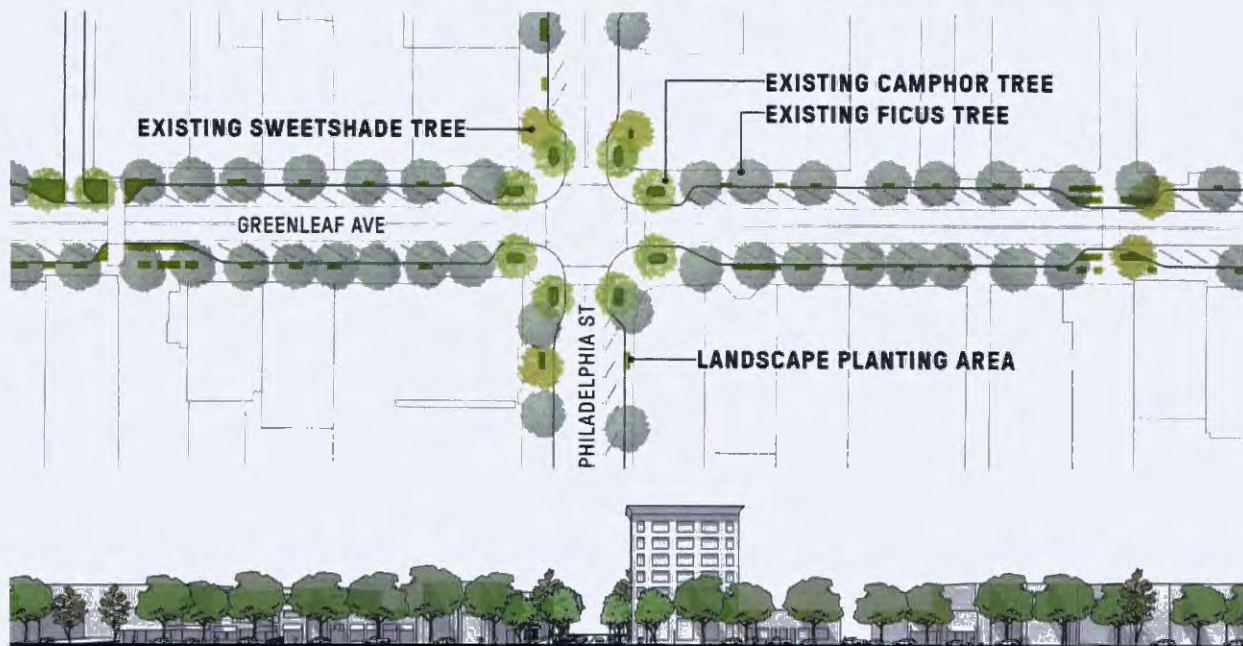
# Ficus Phasing - Strategies



*Ficus Phasing - Strategies*

## **1. Increase *Maintenance* of the Ficus Trees**

*\*trim trees on a yearly schedule*





**1. Increase Maintenance of the Ficus Trees**

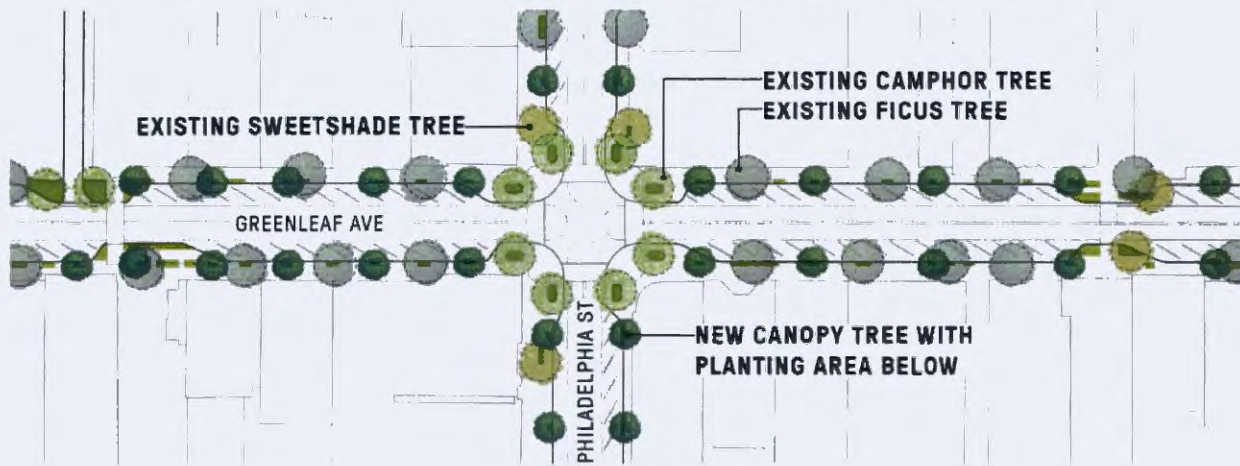


89

*Ficus Phasing - Strategies*

**2. Replace *every other* Ficus Tree**

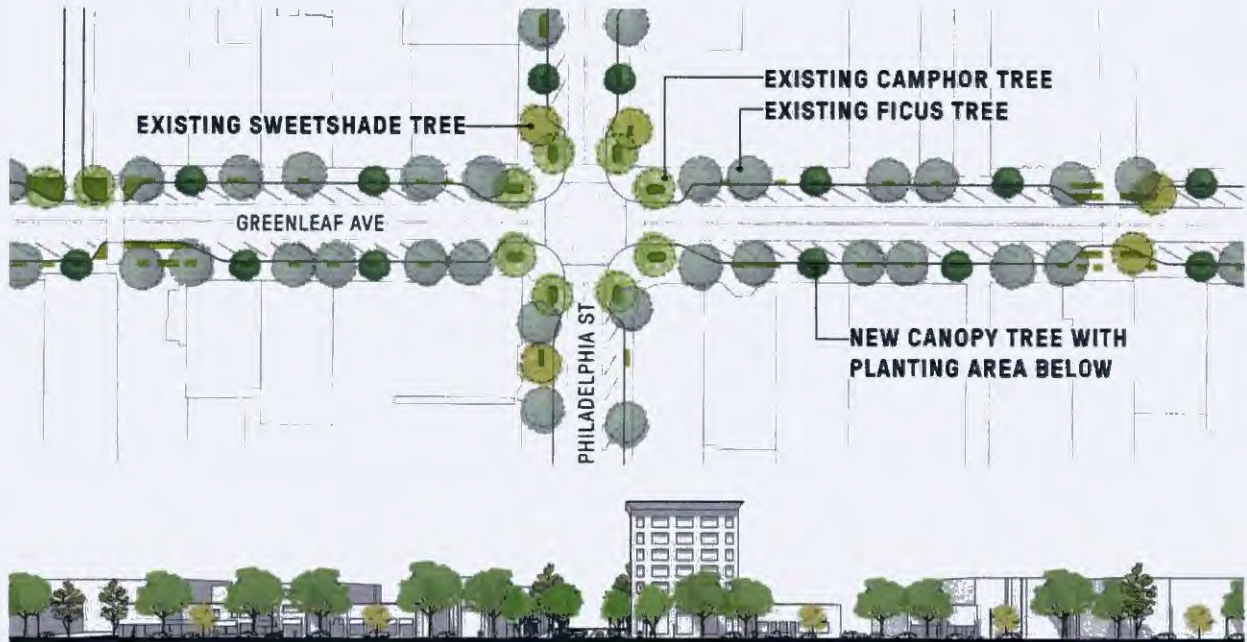
\*50% replacement phase 1; per Specific Plan



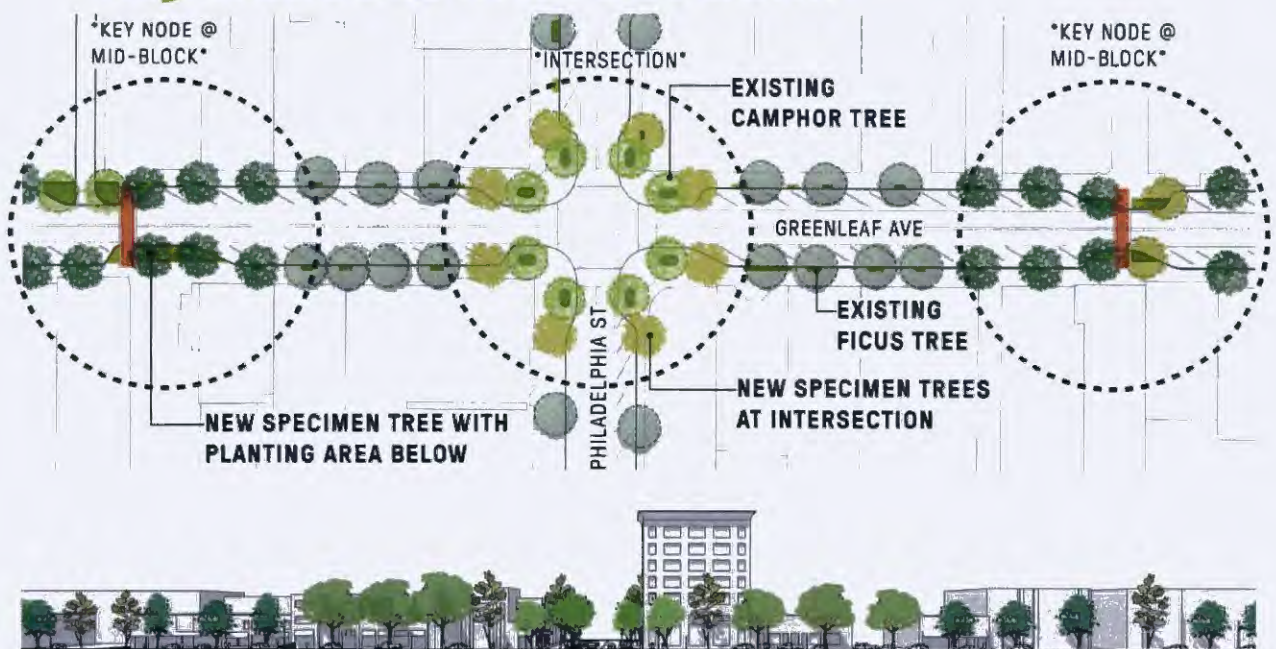


### 3. Replace *every third* Ficus Tree

30% replacement phase 1



### 4. Replace Ficus Trees at *key nodes & intersections*





# Activity #2 results: Ficus Phasing Dot Polling

1 Increase MAINTENANCE of the Ficus trees.



## FICUS PHASING - STRATEGY 1

Increase MAINTENANCE of the Ficus trees.

The Ficus trees on a street are scheduled to decay to ready light filtration onto the sidewalks. The strategy will help control the frequency of that decay that causes tree's mortality. As part of the strategy, a maintenance schedule will be developed to replace a tree at the time it is ready to be replaced.

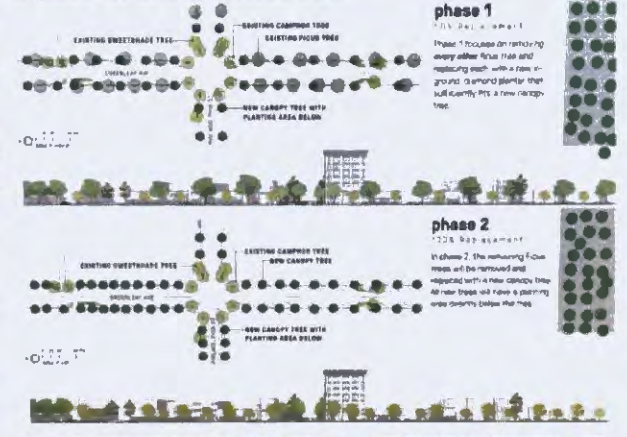


2 Replace EVERY OTHER Ficus tree.



## FICUS PHASING - STRATEGY 2 (per Specific Plan)

Replace EVERY OTHER Ficus tree.



93

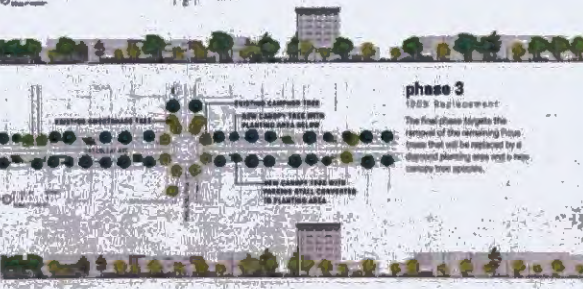
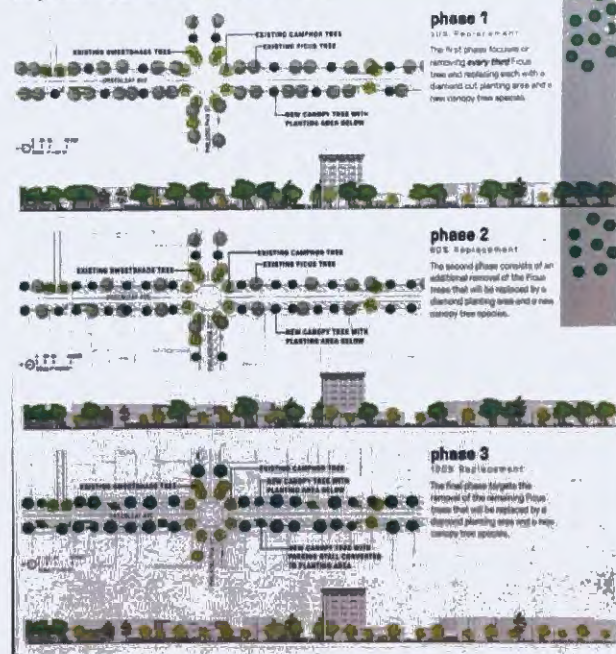
# Activity #2 results: Ficus Phasing Dot Polling

3 Replace EVERY THIRD Ficus tree.



## FICUS PHASING - STRATEGY 3

Replace EVERY THIRD Ficus tree.

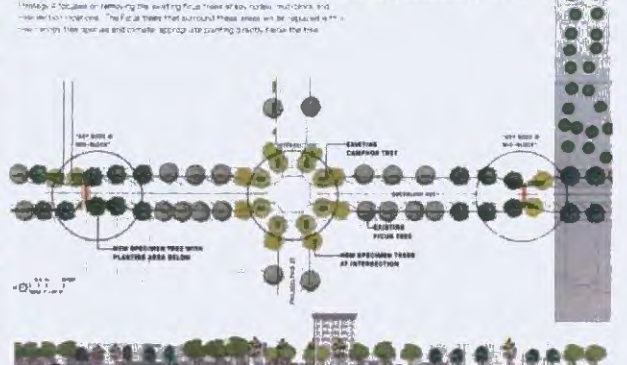


4 Replace Ficus trees at KEY NODES & INTERSECTIONS.



## FICUS PHASING - STRATEGY 4

Replace Ficus trees at KEY NODES & INTERSECTIONS.



73

94



# UPTOWN STREETSCAPE FRAMEWORK

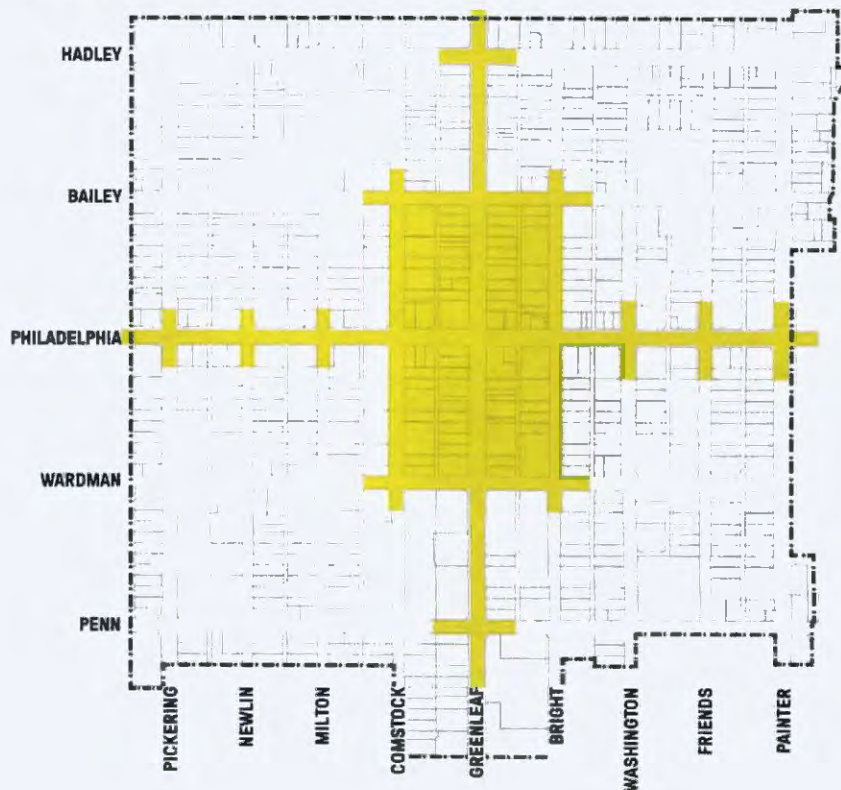
95

*Existing Streetscape Framework*

## Commercial Area

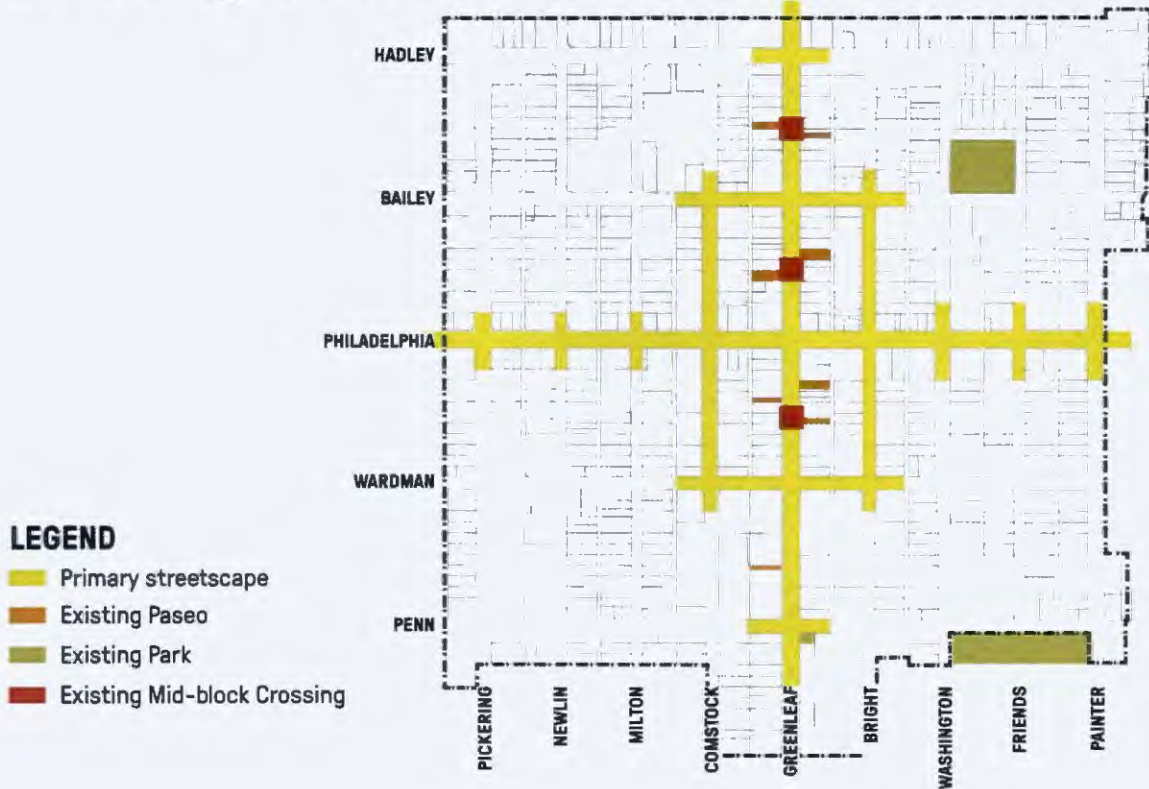
### LEGEND

Commercial Area

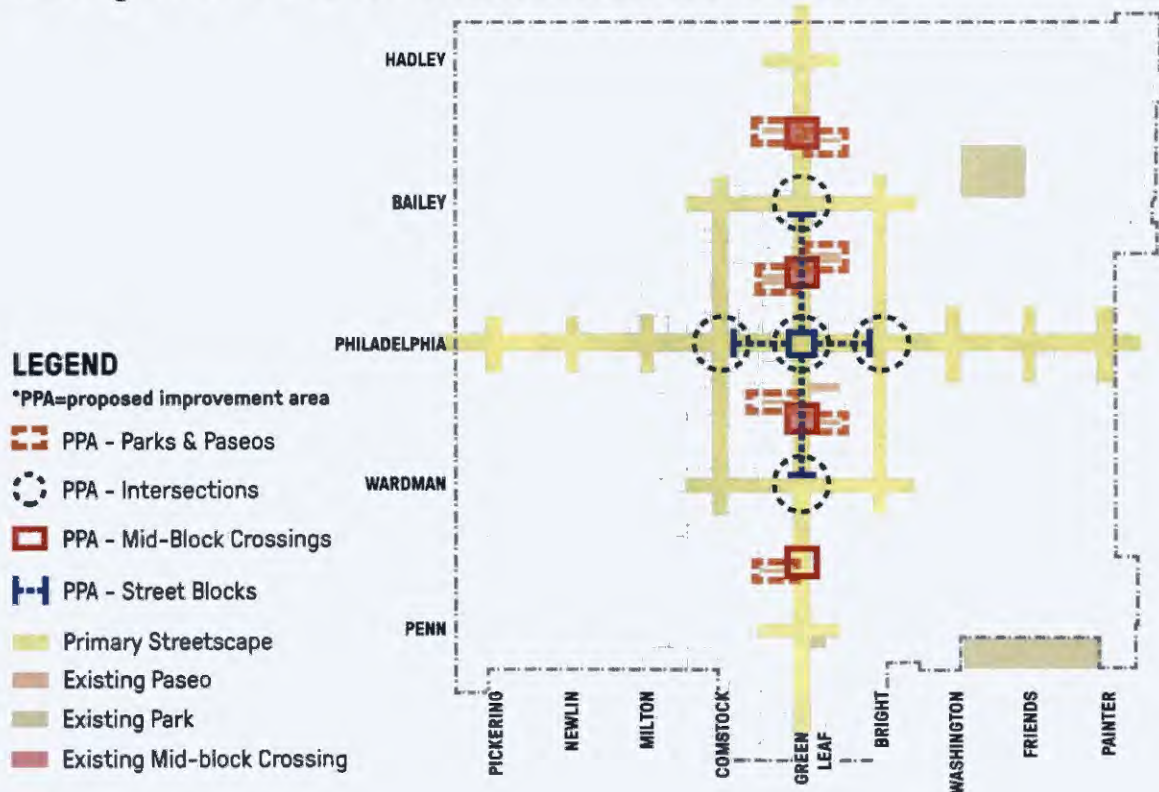




# Existing Overall Framework



# Proposed Overall Framework



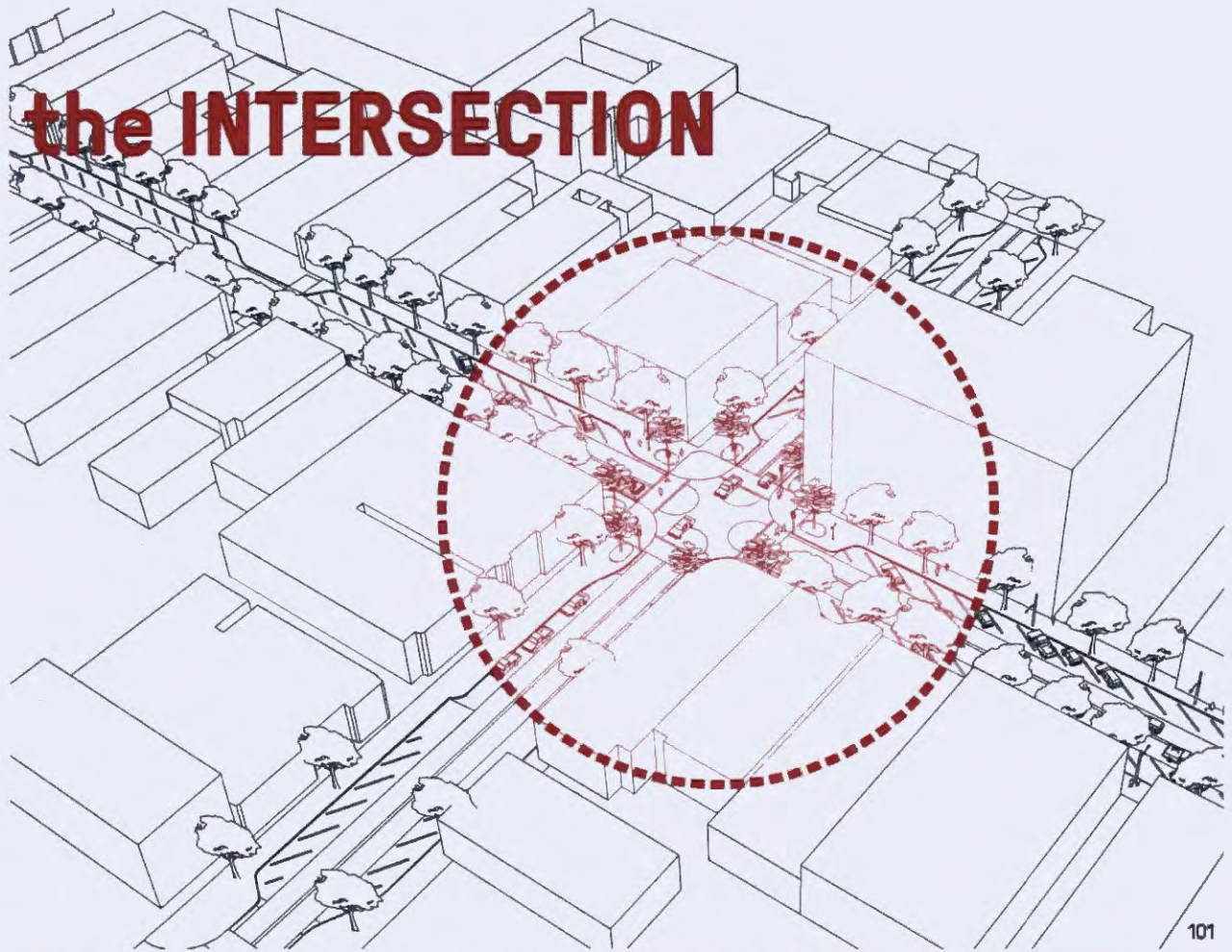


# PROGRAMMING SCENARIOS: *making it real*

99

**'to *create***  
**gathering space,**  
**we *need* space'**





101



102



**Greenleaf Ave. / Philadelphia St. (conceptual condition)**



**Greenleaf Ave. / Philadelphia St. (conceptual condition)**





# Greenleaf Ave. / Philadelphia St. (conceptual condition)



all block crossing



cafe seating  
santana row / swa group



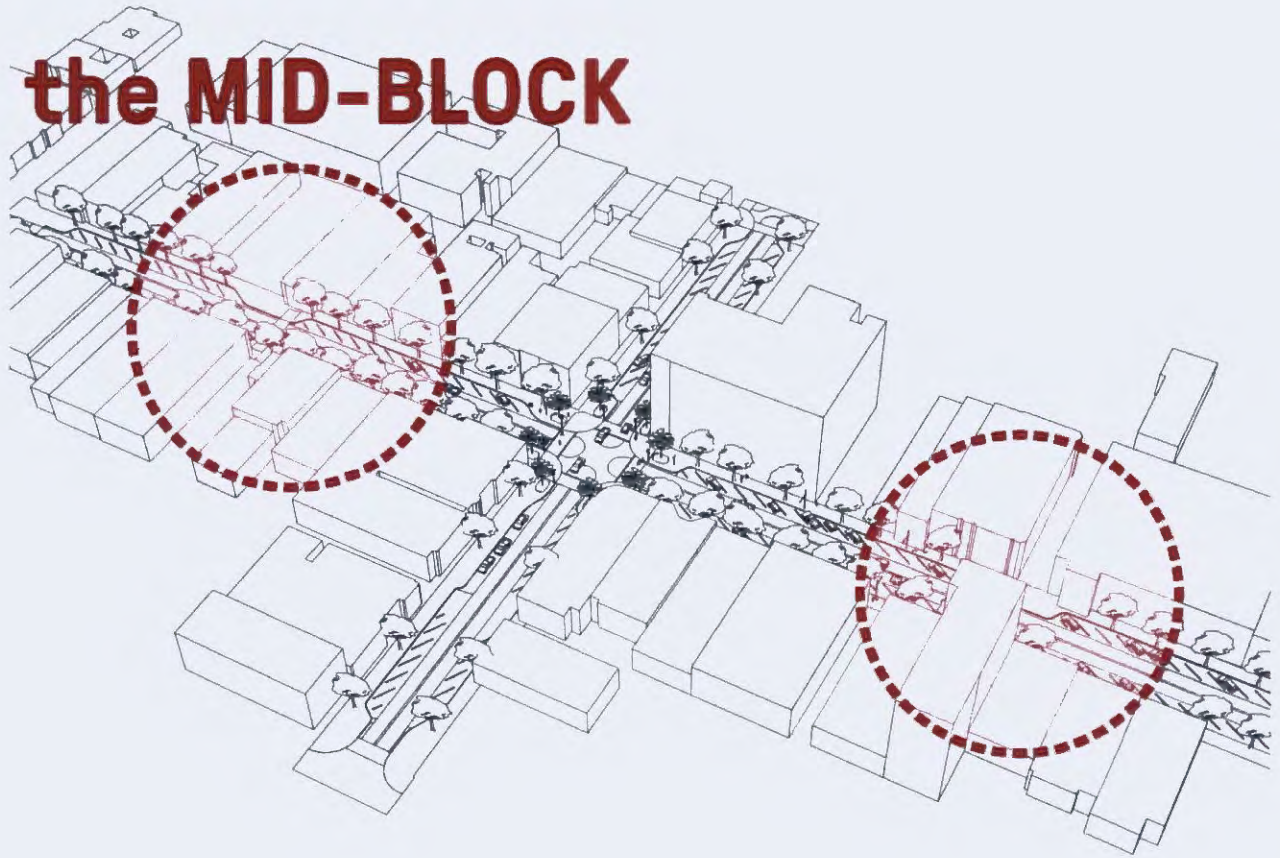
market lighting



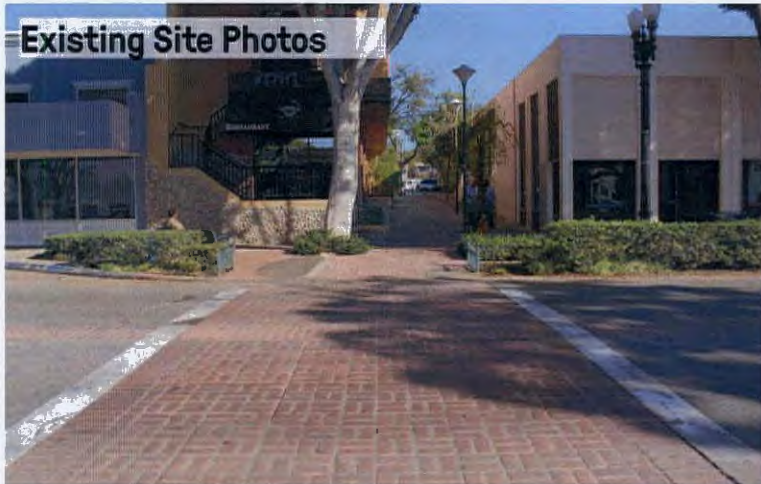
art installation



# the MID-BLOCK



107



Existing Site Photos



80

108



**Greenleaf Ave. mid-block (conceptual condition)**



109



**lounge parklet**  
santana row / swa group



**artful road striping**



**lounge parklet**

110





111

Existing Site Photos



82

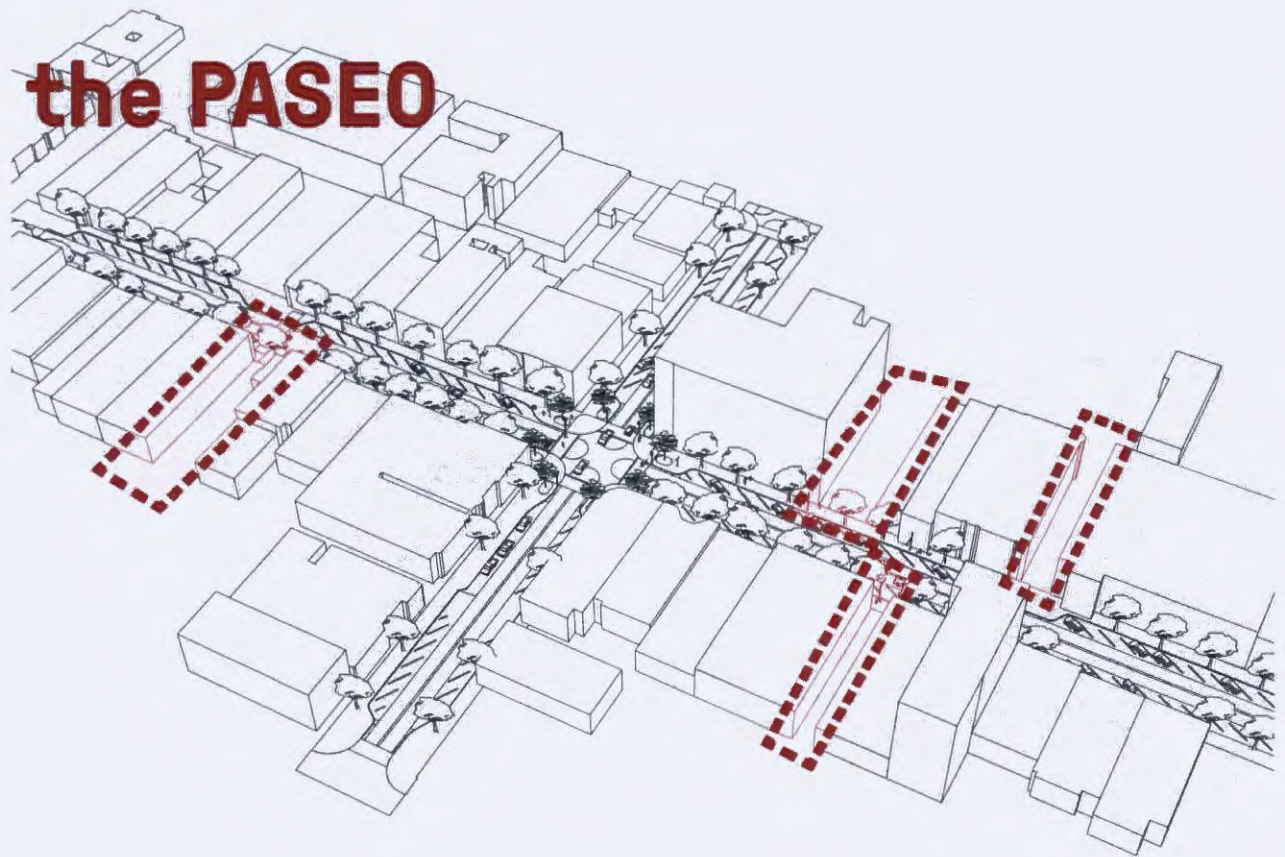
112



# Greenleaf Ave. Parklet (conceptual condition)







115



84

116



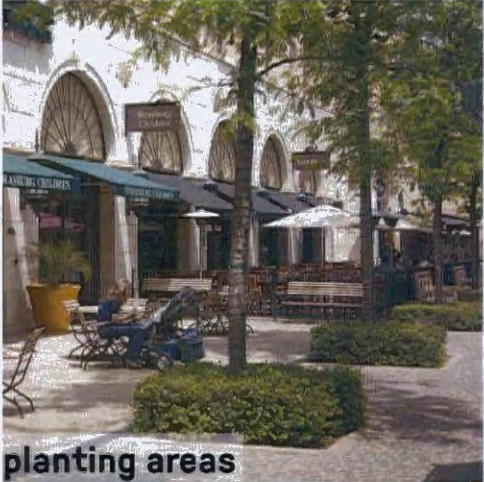
**Paseo (conceptual condition)**



117



**art mural**



**planting areas**

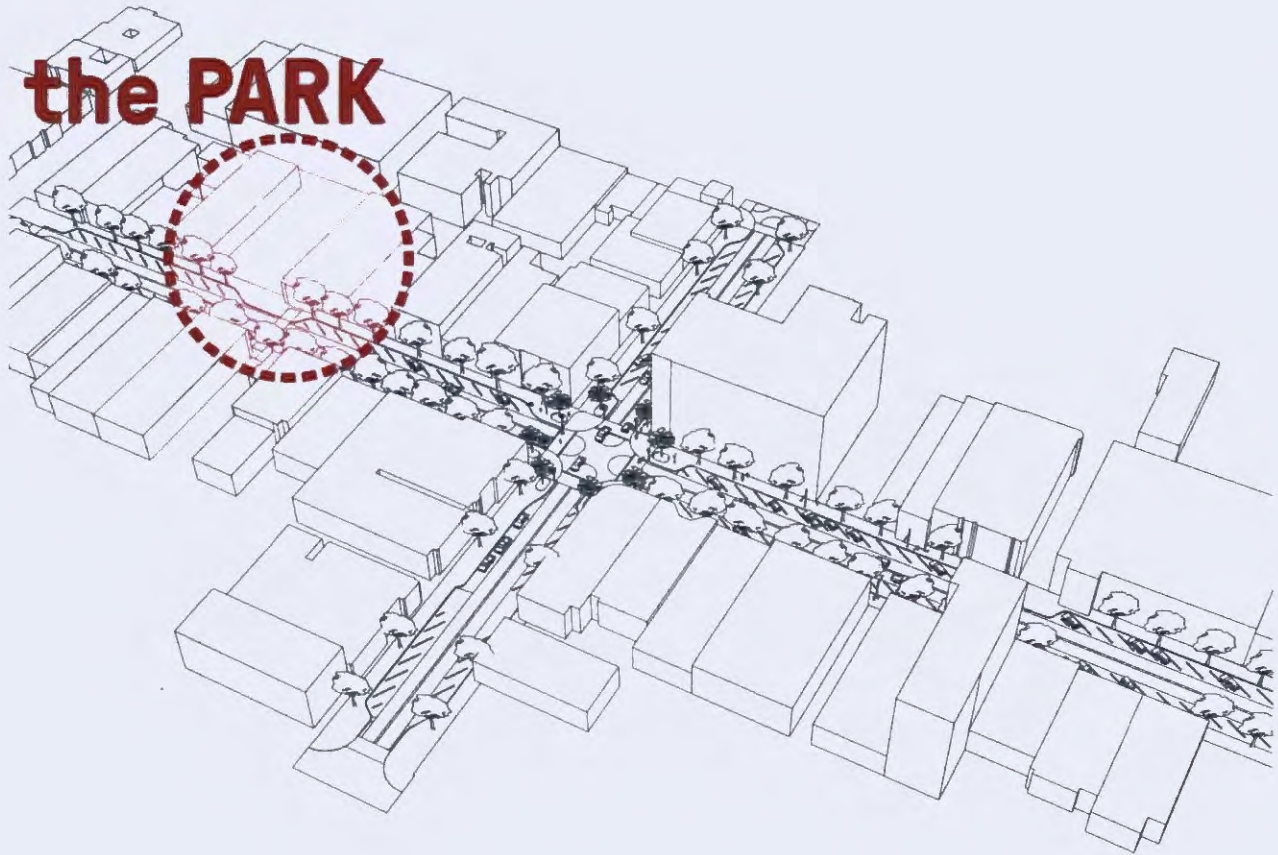


**gathering space**

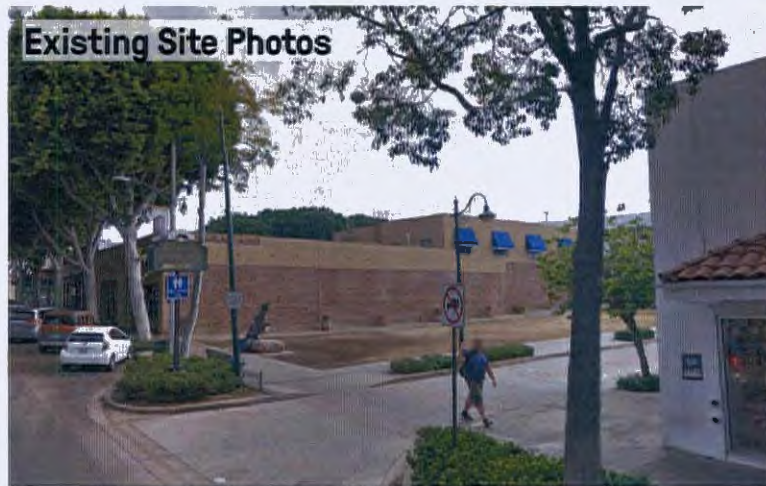


**market lighting**



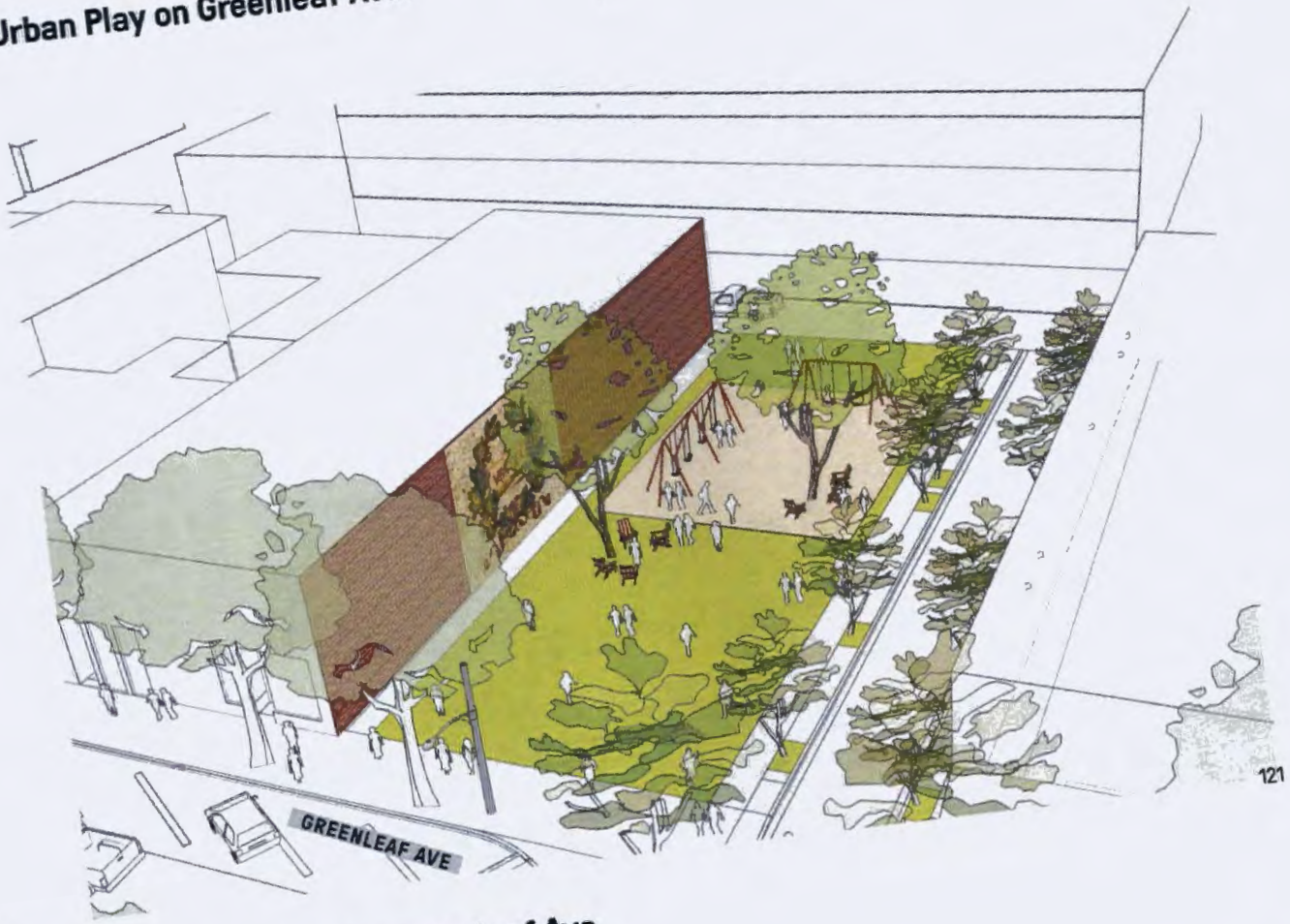


119

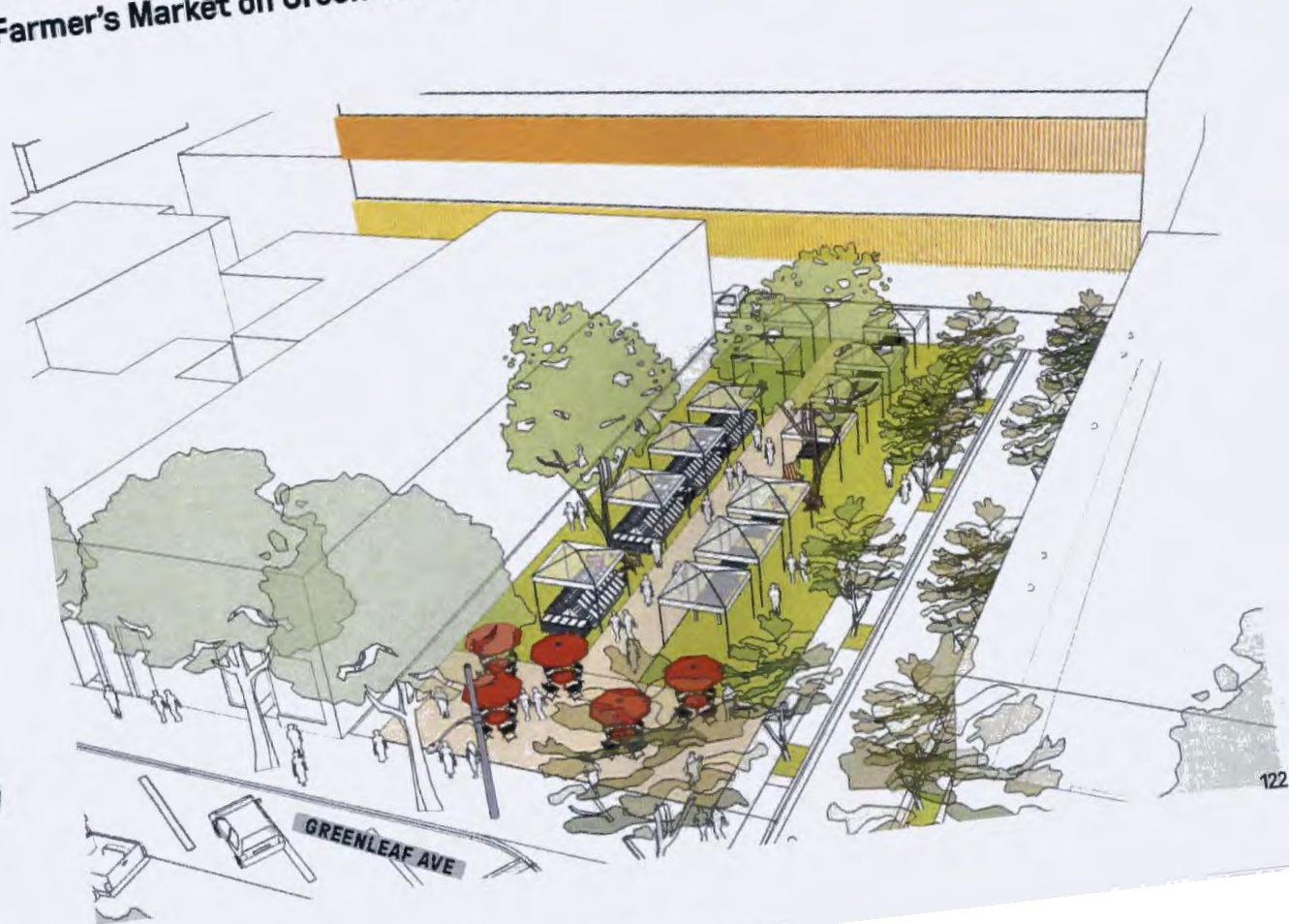




# Urban Play on Greenleaf Ave.



# Farmer's Market on Greenleaf Ave.







art mural



parking garage



specimen tree



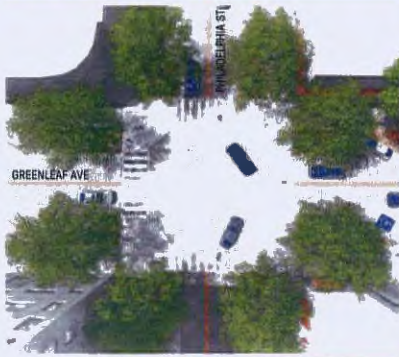
farmers market

# THE STREETSCAPE PALETTE



# Street Crossing Paving

## ARTFUL PAINT STRIPING



## BRICK PAVING



**COST ALLOWANCE** \$6,000-  
**RANGE - ONE BLOCK:** \$25,000

*NOTE: Paving costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency provides for costs/items unknown due to current status of design details.*

## ALL-BLOCK CROSSING



125

# Streetscape Paving

## CONCRETE - STANDARD NATURAL GRAY



## CONCRETE - INTEGRAL COLOR



**COST ALLOWANCE** \$65,000-  
**RANGE - ONE BLOCK:** \$100,000

*NOTE: Paving costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.*

## BRICK



126



# Site Furnishings

**COST ALLOWANCE RANGE - ONE BLOCK: \$40,000-\$100,000**

*NOTE: Furnishing costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.*

## OUTDOOR CAFE SEATING



## SIDEWALK SEATING



## TRASH CANS / BOLLARDS



# Signage & Wayfinding

**COST ALLOWANCE - ONE BLOCK: \$35,000**

*NOTE: Signage costs are approximate & contingent on degree of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.*

## GATEWAY TO UPTOWN



## DIRECTIONAL SIGNAGE/CITY MAPS



## INSPIRATIONAL SIGNAGE





# Lighting

## PEDESTRIAN LIGHTING



## SPECIALTY STREET LIGHTING



**COST ALLOWANCE - ONE BLOCK: \$120,000**

Cost allowance is an approximate range and may include:

- new pedestrian pole lights
- new specialty overhead lighting/festive lighting
- provision for specialty holiday lighting
- new conduit, wiring, transformers

*NOTE: Lighting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.*

129

# Landscape

## DROUGHT TOLERANT PLANTING



## SPECIMEN & ACCENT TREES



**COST ALLOWANCE RANGE - ONE BLOCK: \$30,000-\$60,000**

*NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.*

## CANOPY STREET TREES





# UPTOWN STREETSCAPE ZONES

*Uptown Streetscape Concepts*

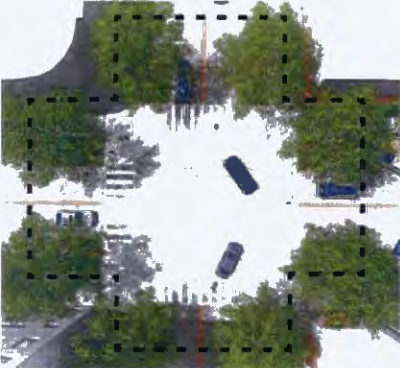
## Z1 Intersection

COST ALLOWANCE:

**\$145,000 -  
\$180,000**

NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.

**01.** PAINTED CROSSWALK



**02.** BRICK CROSSWALK



**03.** BRICK ALL-BLOCK CROSSWALK





# Z2 Streetscape

COST ALLOWANCE:

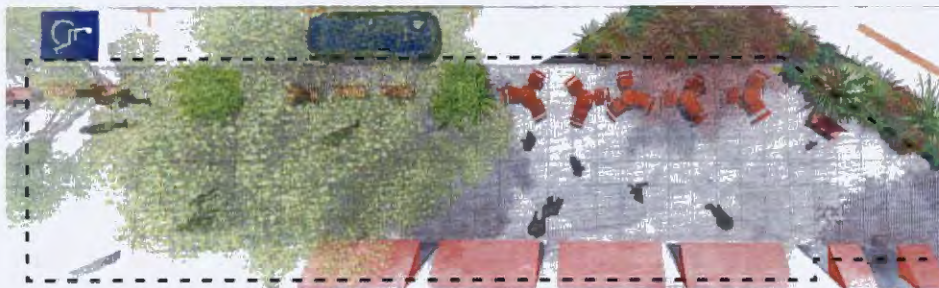
**\$215,000 - \$330,000**

NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.

**01.** 13' SIDEWALK



**02.** 20' SIDEWALK



133

# Z3 Parking Planter

COST ALLOWANCE:

**\$20,000 - \$100,000**

NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.

**01.** PARKING STALL PLANTER



**02.** DIAMOND PLANTER



**03.** TRANSITION PLANTER



**04.** PARALLEL PARKING PLANTER



93

134



# Z4 Mid-Block

COST ALLOWANCE:

**\$80,000 - \$175,000**

NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.

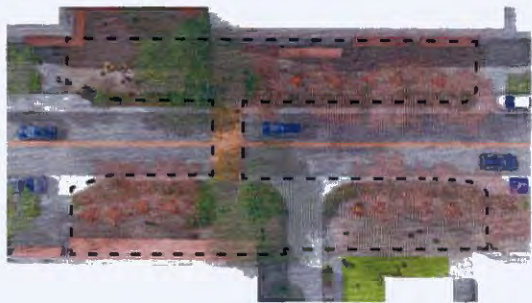
**01.** RENOVATED MID-BLOCK



**02.** MEDIUM MID-BLOCK



**03.** SUPER MID-BLOCK



135

# Z5 Parklet

COST ALLOWANCE:

**\$17,500**

NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.

**01.** DINING PARKLET



**02.** LOUNGE PARKLET



94

136



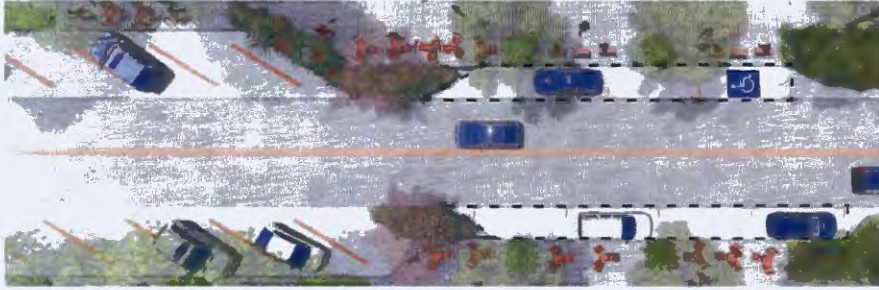
# Z6 Parallel Parking

COST ALLOWANCE:

**\$200,000-  
\$450,000**

NOTE: Planting costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 15-20% contingency accounts for unknown costs due to the ongoing design process.

## 01. HALF BLOCK



## 02. FULL BLOCK



137

# PROJECT PHASING & IMPLEMENTATION STRATEGIES



# Project Implementation Feasibility



## Phasing & Implementation Strategies

### ① Broad Area, Light Touch

**GENERAL NOTE:** Costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 20% contingency accounts for unknown costs due to the ongoing design process.

**\$ 866,000**

#### COST METRICS

##### Z1 INTERSECTION

1 @ 144,000 @ GL/PH

Remove and replace existing intersection paving  
New sidewalk/crosswalk paving  
New stormwater planting areas

\$144,000

##### Z2 STREETSCAPE

\$147,000 (per year)

Trim all existing Ficus trees in designated area

\$147,000

##### Z3 PARKING PLANTER

30 @ \$13,000

New accent tree in planter  
New planting area  
Remove 30 Ficus trees (\$1,500 each)

\$435,000

##### Z4 PARKLET

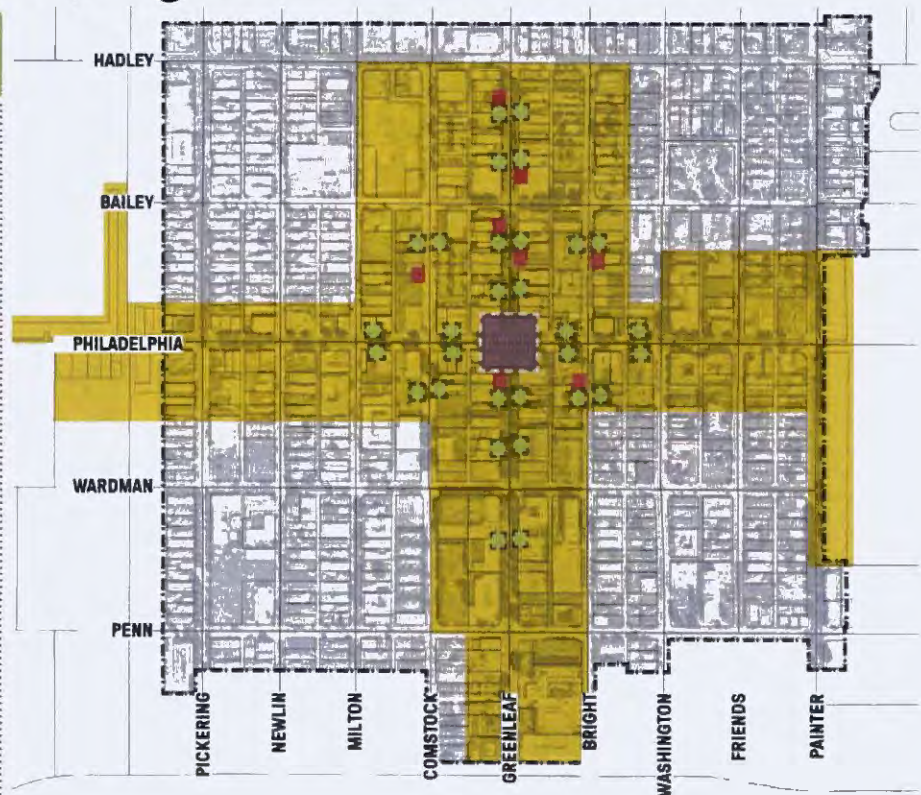
8 @ \$17,500

\*Temporary installation  
\*To be installed by CBD

\$140,000

TOTAL

\$866,000





## ② Key Nodes and Intersections

**\$920,000**

**COST METRICS**

**Z1 INTERSECTION**

5 @ \$144,000

Remove and replace existing intersection paving  
New sidewalk/crosswalk paving  
New stormwater planting areas

\$720,000

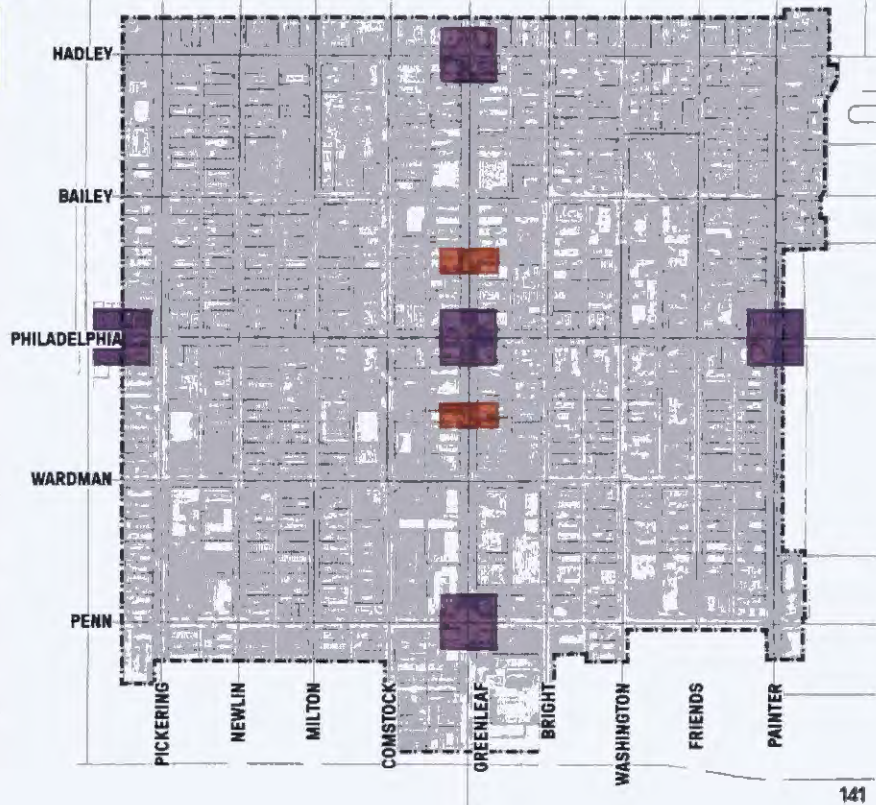
**Z4 MID-BLOCK**

2 @ \$100,000

Ficus tree removal @ mid-block  
New sidewalk/crosswalk paving  
New specimen tree and planting

\$200,000

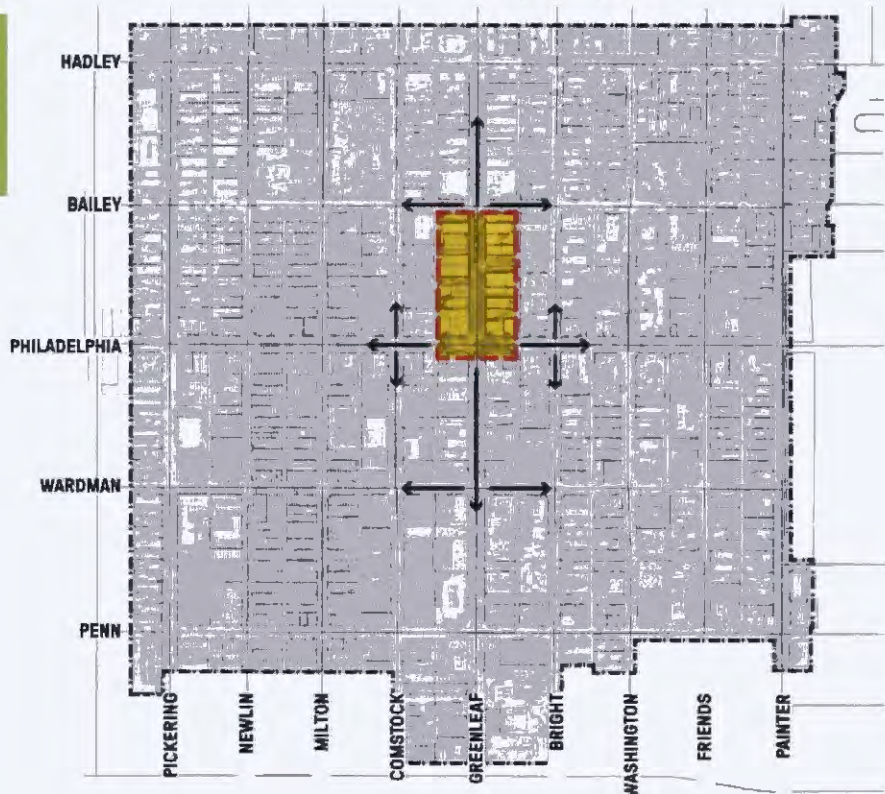
**TOTAL**  
\$920,000



**GENERAL NOTE:** Costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 20% contingency accounts for unknown costs due to the ongoing design process.

## ③ One Block

**\$700,000-  
\$800,000**



**GENERAL NOTE:** Costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 20% contingency accounts for unknown costs due to the ongoing design process.



# UPTOWN STREETSCAPE CONCEPTS

143

*Uptown Streetscape Concepts*

## 0. Existing Uptown Streetscape

### TREES

**41** TOTAL EXISTING TREES

- 28 Existing Ficus trees
- 5 Existing Accent trees
- 8 Existing Specimen Trees

### PLANTING

**2,607** SF PLANTING

### PARKING

**48** TOTAL EXISTING  
PARKING (ANGLED)

### GATHERING SPACE

**16,160** SF



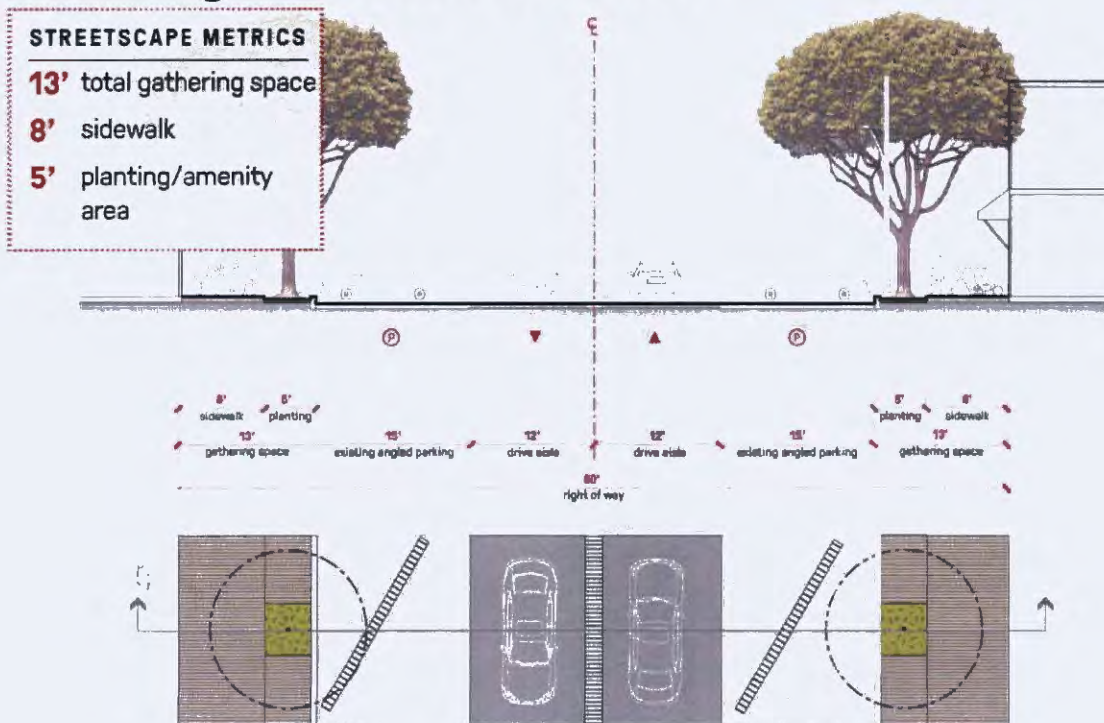


# 0. Existing Uptown Streetscape



145

## Existing Street Section





option 1

# PARKLETS & PLANTERS

- enhance streetscape with *native planting* and temporary *parklets*
- preserve *half* of the *existing Ficus* trees (on one block)
- maintain existing streetscape infrastructure



Uptown Streetscape Concepts

## 1. Parklets & Planters

### PLANTING

2,607 Total SF (Existing)

**5,750 TOTAL SF**

\* 2,616 SF

REQ'D FOR STORM WATER LID

### GATHERING SPACE

16,200 Total SF (Existing)

1,800 SF Parklets (4 @ 450 SF each)

16,200 SF Sidewalk Gathering Space

**18,000 TOTAL SF**



100





# 1. Parklets & Planters

## TREES

41 Total Trees (Existing)

9 Ficus trees removed

13 Existing Accent trees

19 Existing Ficus trees

8 New Accent trees

**40 TOTAL TREES**

## PARKING

48 Total Parking (Existing)

8 Parking Spaces Removed for Parking Planters

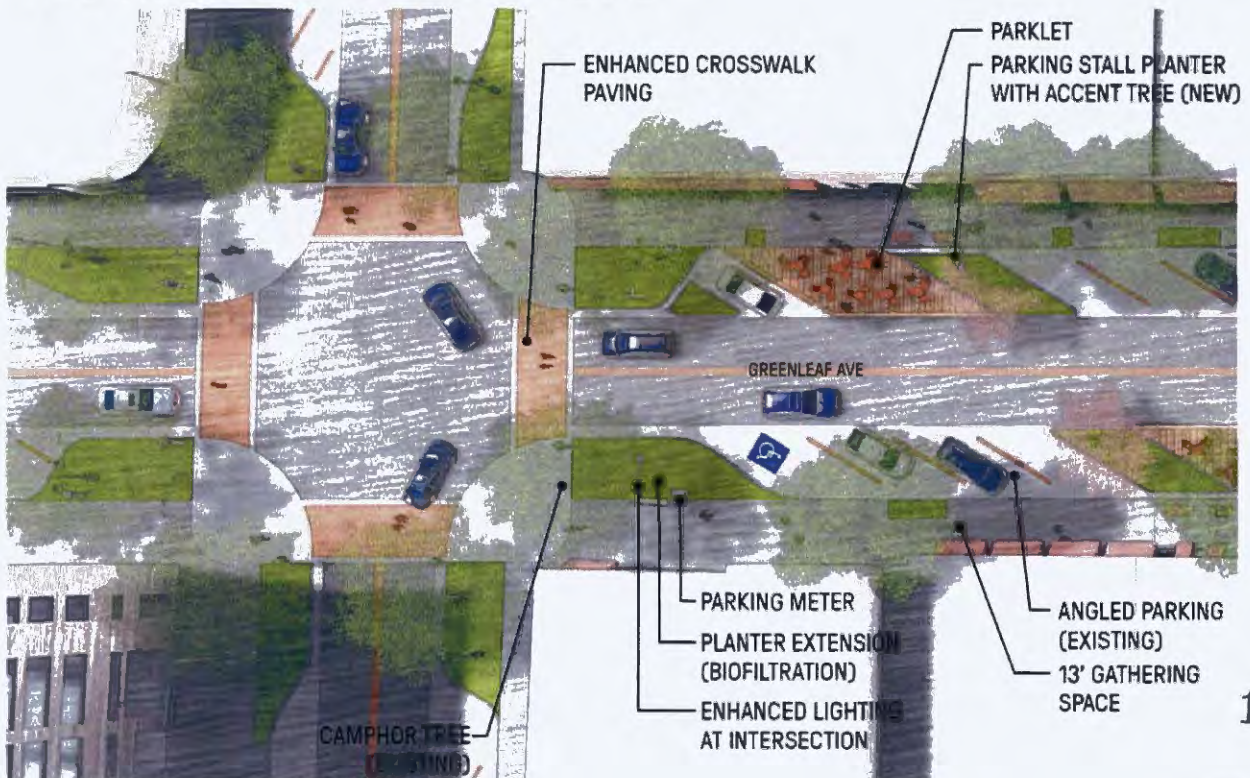
**40 TOTAL PARKING (ANGLED)**

4 Parking Spaces Temporarily Removed for Parklets

**36 TOTAL PARKING (ANGLED)**

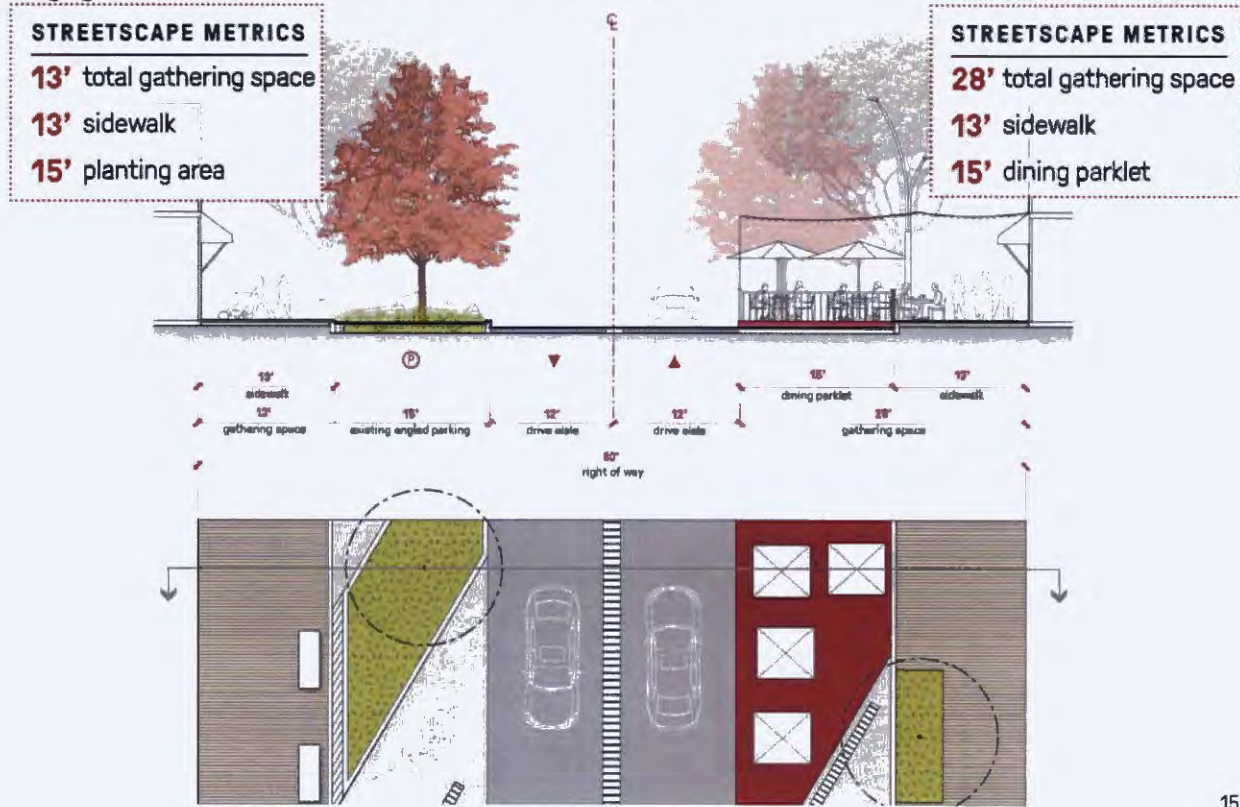


# 1. Parklets & Planters



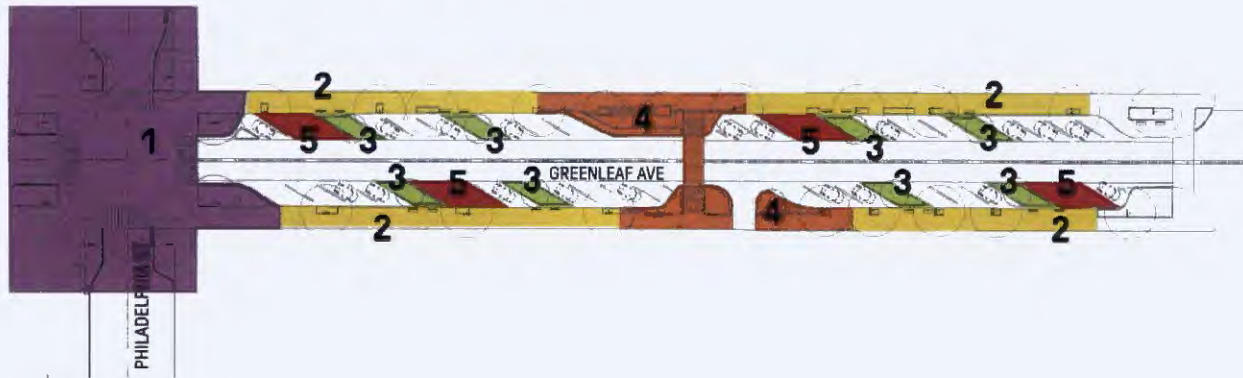


# Typical Street Section



151

# Conceptual Zones



- BREAKDOWN**
- 1: INTERSECTION
  - 2: STREETScape
  - 3: PARKING PLANTER
  - 4: MID-BLOCK
  - 5: PARKLET



# Z1 Intersection



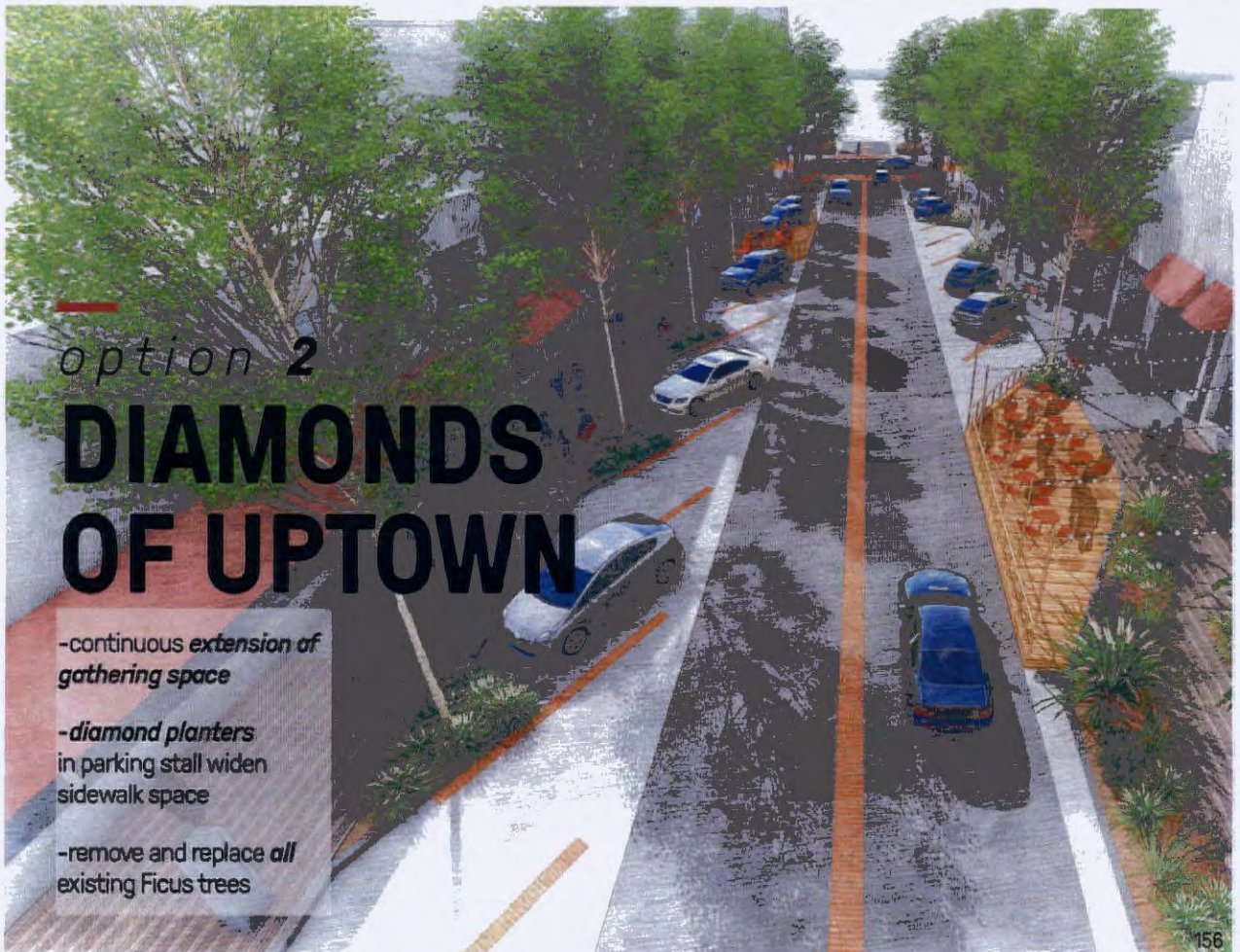
153



103

154





option 2

# DIAMONDS OF UPTOWN

- continuous *extension of gathering space*
- diamond planters* in parking stall widen sidewalk space
- remove and replace *all* existing Ficus trees



## 2. Diamonds of Uptown *(recommended in Specific Plan)*

### PLANTING

2,607 Total SF (Existing)

**6,000 TOTAL SF**

\* 2,360 SF

REQ'D FOR STORM WATER LID

### GATHERING SPACE

16,200 Total SF (Existing)

1,800 SF Parklets (4 @ 450 SF each)

16,500 SF Sidewalk Gathering Space

**18,300 TOTAL SF**



⊕ z  
157

## 2. Diamonds of Uptown *(recommended in Specific Plan)*

### TREES

41 Total Trees (Existing)

28 Ficus trees removed

5 Existing Accent Trees Removed

8 Existing Accent trees

22 New Canopy Trees

2 New Specimen Trees

**32 TOTAL TREES**

### PARKING

48 Total Parking (Existing)

**48 TOTAL PARKING (ANGLED)**

4 Parking Spaces Temporarily Removed for Parklets

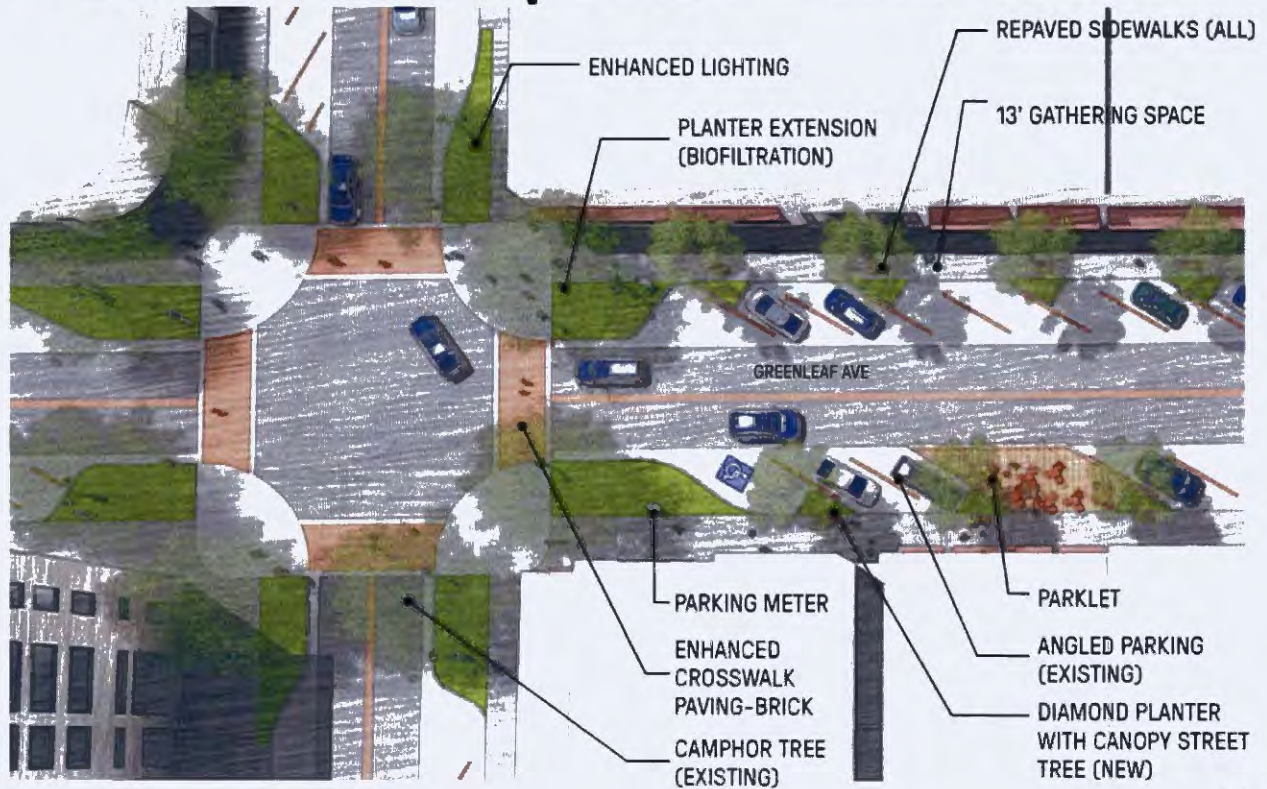
**36 TOTAL PARKING (ANGLED)**



⊕ z 105



## 2. Diamonds of Uptown *(recommended in Specific Plan)*

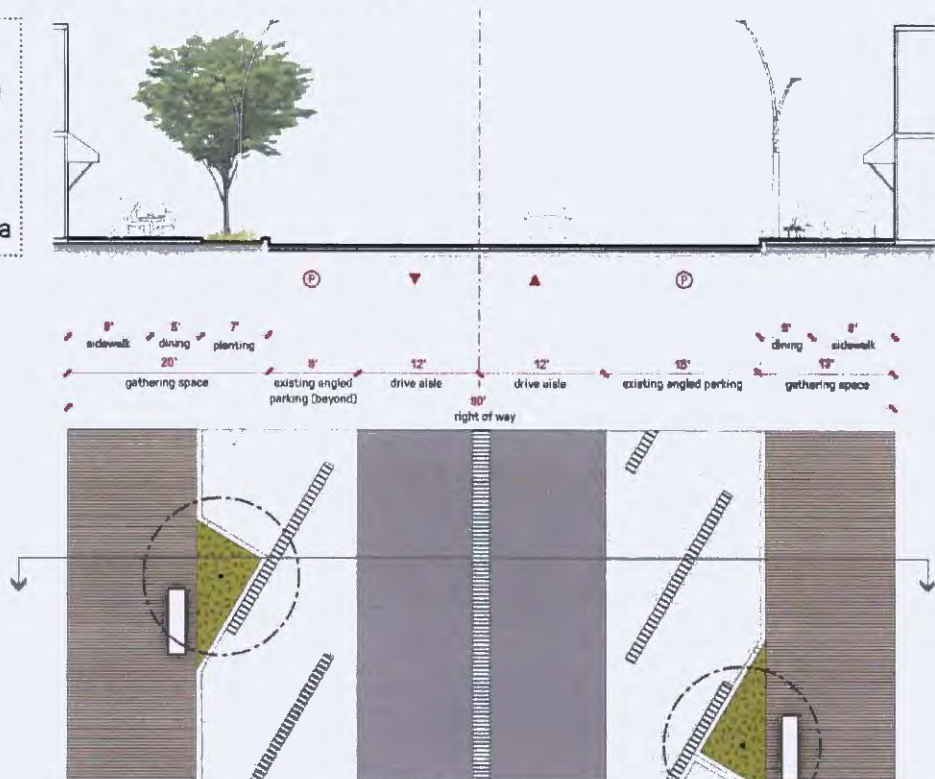


159

## Typical Street Section

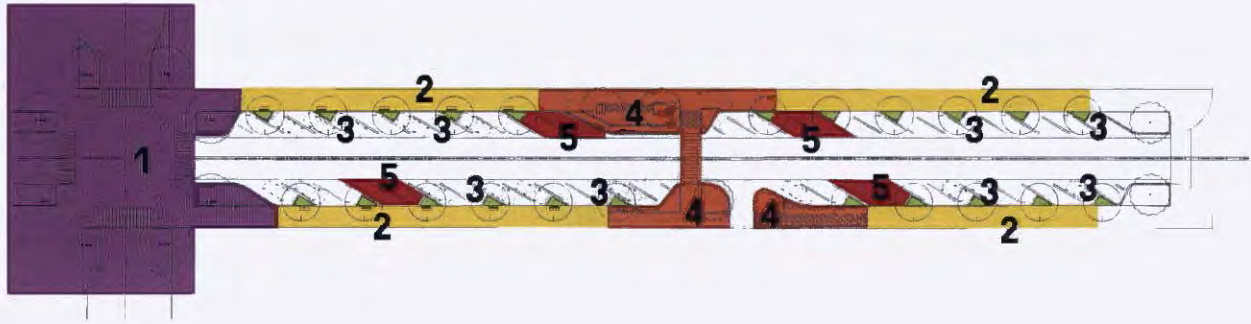
**STREETSCAPE METRICS**

- 20'** total gathering space
- 8'** sidewalk
- 5'** dining/amenity area
- 7'** diamond planting area





# Conceptual Zones



## BREAKDOWN

- 1: INTERSECTION
- 2: STREETSCAPE
- 3: PARKING PLANTER
- 4: MID-BLOCK
- 5: PARKLET

161



107

162





*option 3*  
**GARDENS  
OF UPTOWN**

- all about *gardens & gathering spaces*
- focus on *intersections & nodes*
- combination of parallel & angled parking
- preserve* half of the *existing Ficus* trees



# 3. Gardens of Uptown

## PLANTING

2,607 Total SF (Existing)

**7,000 TOTAL SF**

\* 2,670 SF  
REQ'D FOR STORM WATER LID

## GATHERING SPACE

16,200 Total SF (Existing)

450 SF Parklets (1 @ 450 SF each)

18,550 SF Sidewalk Gathering Space

**19,000 TOTAL SF**



# 3. Gardens of Uptown

## TREES

41 Total Trees (Existing)

15 Ficus trees removed

5 Existing Accent Trees Removed

13 Existing Ficus Trees

8 Existing Accent Trees

12 New Canopy Trees

4 New Accent Trees

2 New Specimen Trees

**39 TOTAL TREES**

## PARKING

48 Total Parking (Existing)

25 Existing Angled Parking Spaces Removed

23 Existing angled parking

15 New parallel parking

**38 TOTAL PARKING**

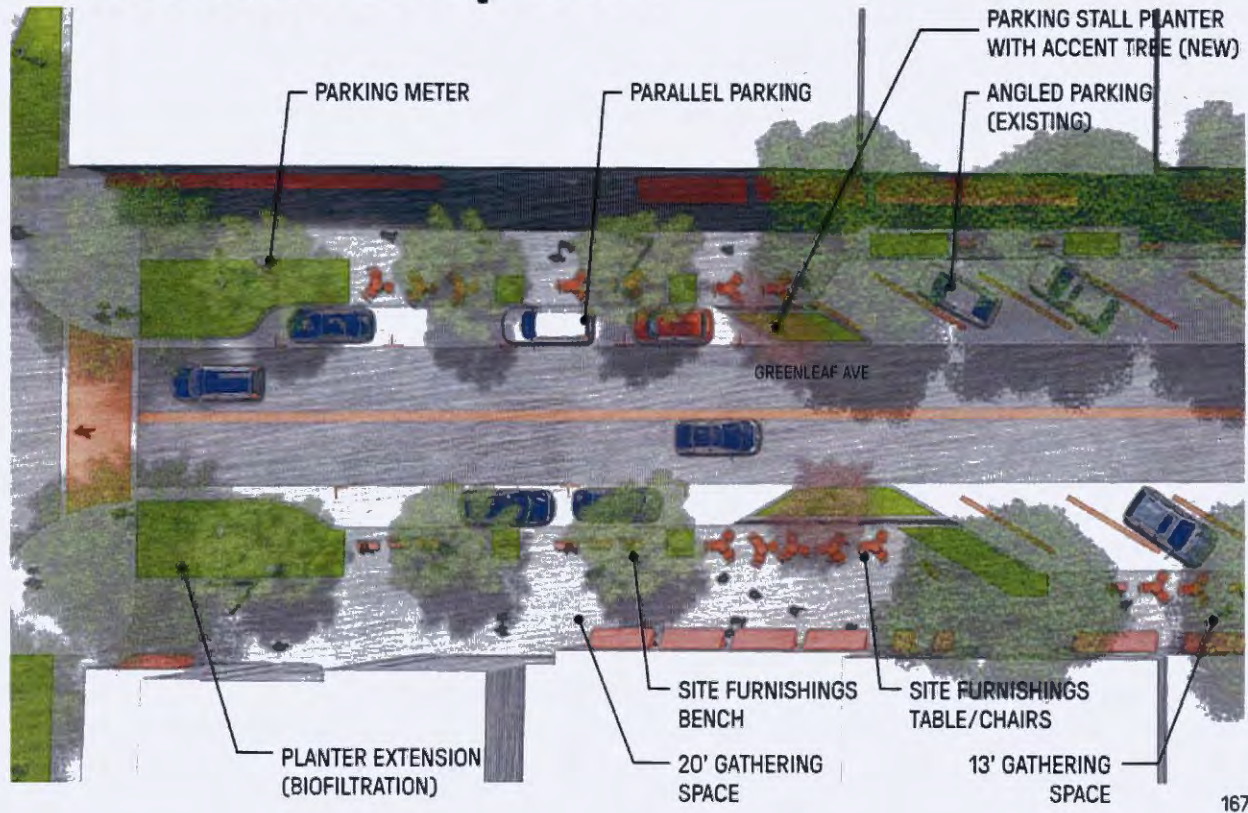
1 Parking Spaces Temporarily Removed for Parklets

**37 TOTAL PARKING**

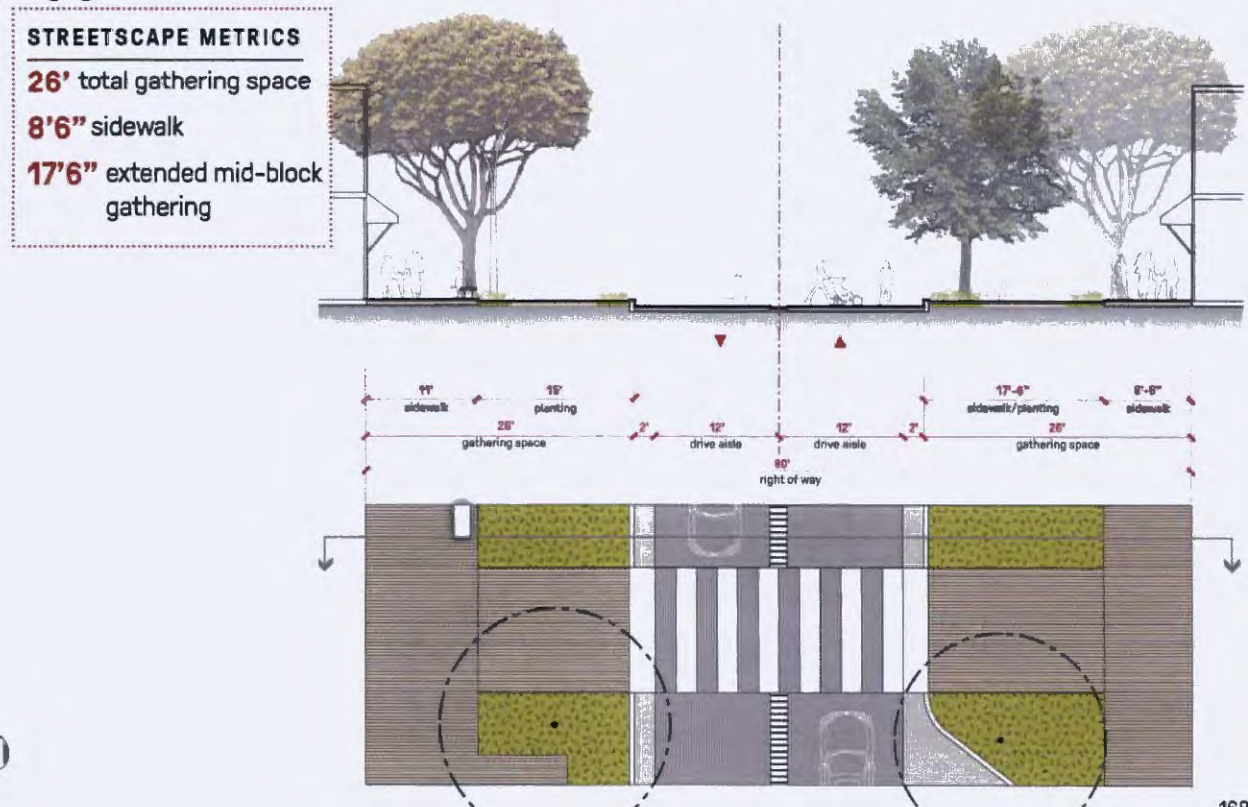




# 3. Gardens of Uptown

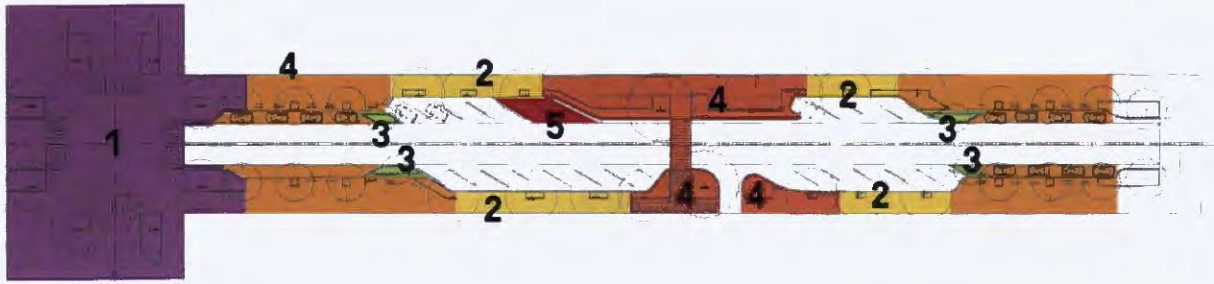


# Typical Street Section





# Conceptual Zones



## BREAKDOWN

- 1: INTERSECTION
- 2: STREETSCAPE
- 3: PARKING PLANTER
- 4: MID-BLOCK
- 5: PARKLET
- 6: PARALLEL PARKING





# Z6 Parallel Parking



171



112

172





option 4

# GATHERING IN UPTOWN

- permanent extension of sidewalk space
- parallel parking only
- remove and replace *all* existing Ficus

173

*Uptown Streetscape Concepts*

## 4. Gathering in Uptown

### PLANTING

2,607 Total SF (Existing)

**7,100 TOTAL SF**

\* 2,970 SF  
REQ'D FOR STORM WATER LID

### GATHERING SPACE

16,200 Total SF (Existing)

**22,000 TOTAL SF**

No Temporary Parklets



174

113



# 4. Gathering in Uptown

## TREES

41 Total Trees (Existing)

28 Ficus trees removed

5 Existing Accent Trees Removed

8 Existing Accent Trees

20 New Canopy Trees

11 New Accent Trees

2 New Specimen Trees

**41 TOTAL TREES**

## PARKING

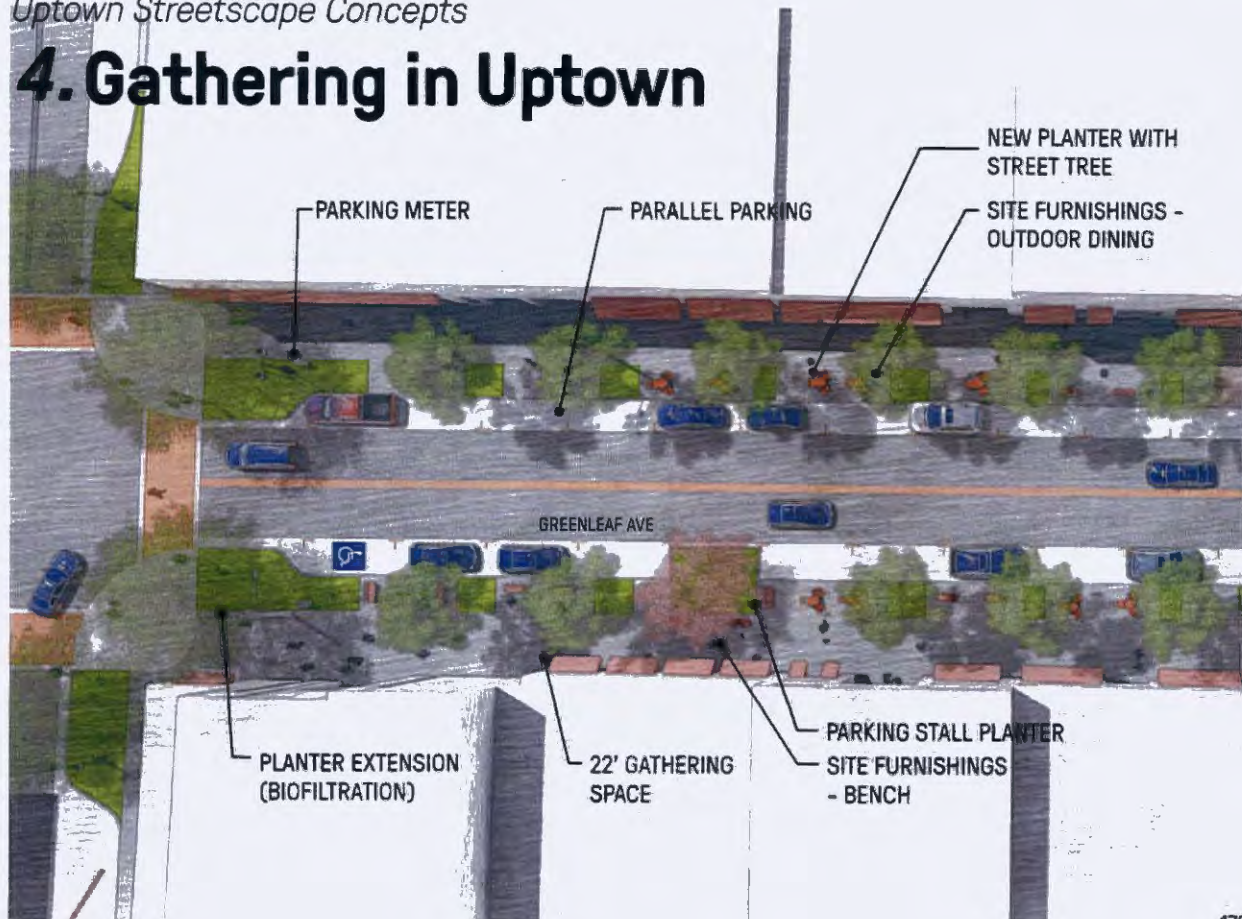
48 Total Parking (Existing)

**35 TOTAL PARKING (PARALLEL)**

No Temporary Parklets

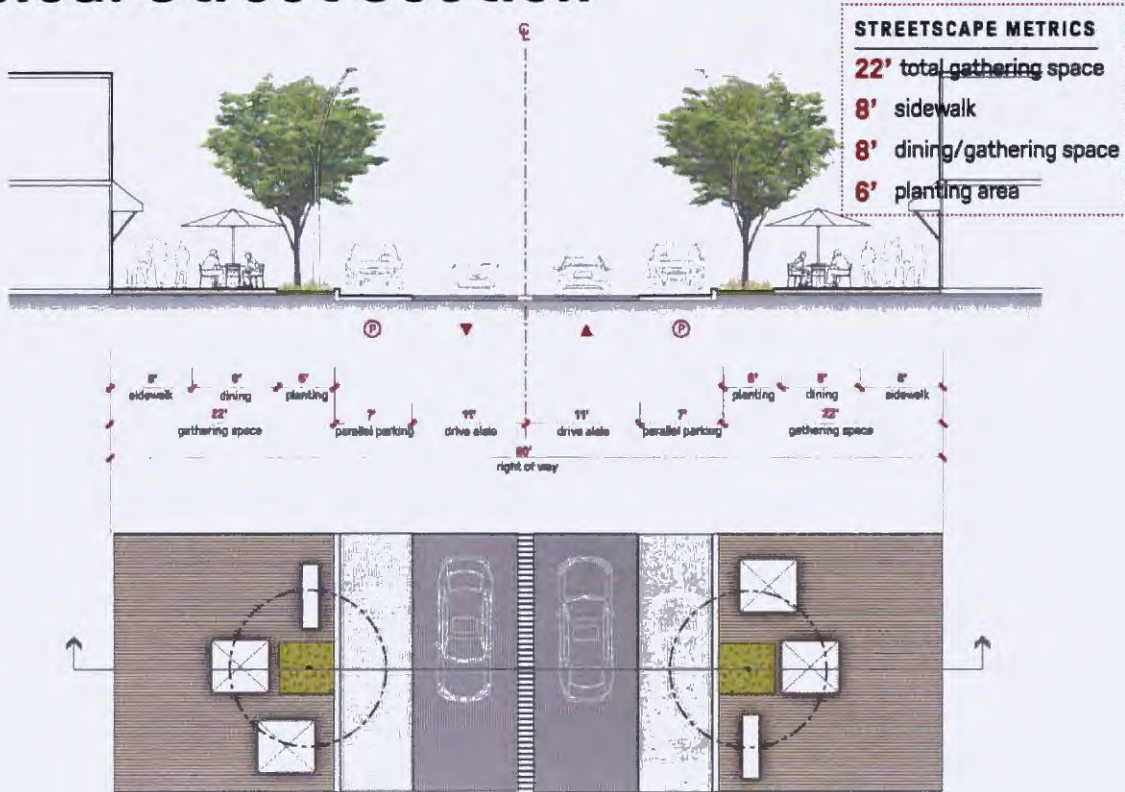


# 4. Gathering in Uptown



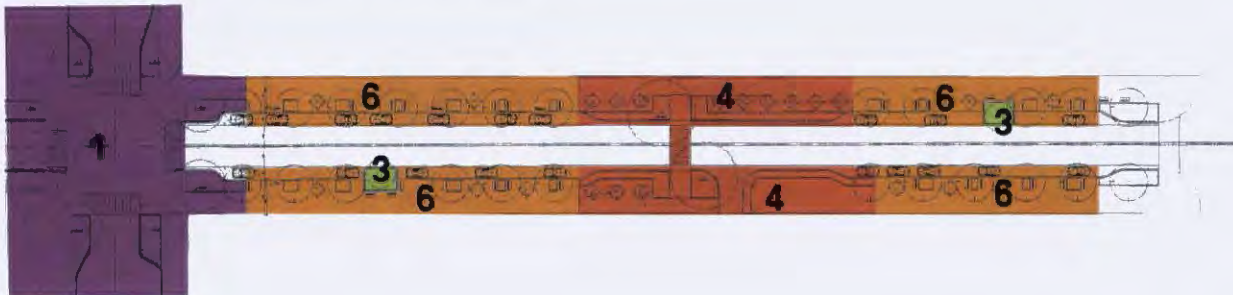


# Typical Street Section



177

# Conceptual Zones



## BREAKDOWN

- 1: INTERSECTION
- 3: PARKING PLANTER
- 4: MID-BLOCK
- 6: PARALLEL PARKING



*Uptown Streetscape Concepts - Gathering in Uptown*



179

*Uptown Streetscape Concepts - Gathering in Uptown*



116

180



# Concept Comparison



Results from

# COMMUNITY

# WORKSHOP #3

Wednesday, February 8, 2017

@ Nixon Plaza Building



# Workshop #3: Major Themes



Workshop Activity #1:

# Build

*your* UPTOWN



# Activity #1: Build *your* Uptown

## ZONE 1 INTERSECTION



**\$145,000**  
 Painted Crosswalk  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete

**\$162,500**  
 Brick Crosswalk  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete

**\$182,000**  
 Brick All-Block Crosswalk  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete

5

26

29

## ALL BLOCK CROSSWALK



# Activity #1: Build *your* Uptown

## ZONE 2 STREETSCAPE



**\$187,000**  
 Option 1  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete

**\$217,000**  
 Option 2  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete

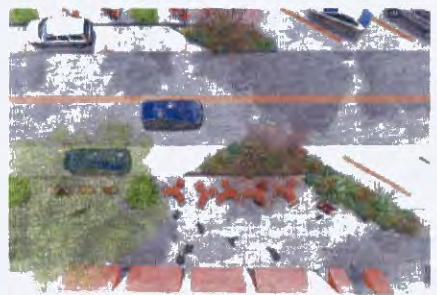
**\$95,000**  
 Option 3  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete  
 100' x 10' x 1" concrete

6

15

22

## GARDENS OF UPTOWN





# Activity #1: Build *your* Uptown

## ZONE 3 PARKING PLANTER

<p><b>OPTION 1</b> PARADETS &amp; PLANTERS</p> 	<p><b>\$104,000</b> 4 @ \$26,000 EACH</p> <ul style="list-style-type: none"> <li>Planting Curb &amp; Buffer</li> <li>Irrigation</li> <li>Planting</li> </ul>		<p>0</p>
<p><b>OPTION 2</b> DIAMONDS OF UPTOWN</p> 	<p><b>\$44,000</b> 20 @ \$2,200 EACH</p> <ul style="list-style-type: none"> <li>Planting Curb &amp; Buffer</li> <li>Irrigation</li> <li>Planting</li> <li>Accent Tree Planting</li> <li>Shrub Planting</li> </ul>		<p>12</p>
<p><b>OPTION 3</b> GARDENS OF UPTOWN</p> 	<p><b>\$20,000</b> 4 @ \$5,000 EACH</p> <ul style="list-style-type: none"> <li>Planting Curb &amp; Buffer</li> <li>Irrigation</li> <li>Planting</li> <li>Accent Tree Planting</li> <li>Shrub Planting</li> </ul>		<p>29</p>
<p><b>OPTION 4</b> GATHER IN UPTOWN</p> 	<p><b>\$24,000</b> 2 @ \$12,000 EACH</p> <ul style="list-style-type: none"> <li>Planting Curb &amp; Buffer</li> <li>Irrigation</li> <li>Accent Tree Planting</li> <li>Shrub Planting</li> </ul>		<p>25</p>

## GARDENS OF UPTOWN



187

# Activity #1: Build *your* Uptown

## ZONE 4 MID-BLOCK

<p><b>OPTION 1</b> PARCHING PLANTERS</p> 	<p><b>\$83,000</b></p> <ul style="list-style-type: none"> <li>Remove Plaza Trees</li> <li>Trim All Existing Trees</li> <li>New Sidewalk Paving</li> <li>New Mid-Block Crosswalk</li> <li>Irrigation</li> <li>New Tree &amp; Shrub Planting</li> <li>New Site Furnishings</li> </ul>		<p>12</p>
<p><b>OPTION 2</b> DIAMONDS OF UPTOWN</p> 	<p><b>\$88,000</b></p> <ul style="list-style-type: none"> <li>Remove All Mid-Block Plaza</li> <li>Remove All Existing Trees</li> <li>New Sidewalk Paving</li> <li>New Mid-Block Crosswalk</li> <li>Irrigation</li> <li>New Tree &amp; Shrub Planting</li> <li>New Site Furnishings</li> </ul>		<p>7</p>
<p><b>OPTION 3</b> GARDENS OF UPTOWN</p> 	<p><b>\$101,000</b></p> <ul style="list-style-type: none"> <li>Remove All Mid-Block Plaza</li> <li>Remove Existing Trees</li> <li>Trim Remaining Existing Trees</li> <li>New Sidewalk Paving</li> <li>New Mid-Block Crosswalk</li> <li>Irrigation</li> <li>New Tree &amp; Shrub Planting</li> <li>New Site Furnishings</li> </ul>		<p>1</p>
<p><b>OPTION 4</b> GATHER IN UPTOWN</p> 	<p><b>\$172,000</b></p> <ul style="list-style-type: none"> <li>Remove Mid-Block Plaza Trees</li> <li>Remove All Mid-Block Plaza</li> <li>New Sidewalk Paving</li> <li>New Mid-Block Crosswalk</li> <li>Irrigation</li> <li>New Shrub Planting</li> <li>New Tree Planting</li> <li>New Site Furnishings</li> </ul>		<p>34</p>

## GATHERING IN UPTOWN



120

188



# Activity #1: Build *your* Uptown

## ZONE 5 PARKLET

**OPTION 1**  
PARKLET



**\$70,000**  
@ 200,000 Miles

Market Lighting  
Wood Decking  
Cable Plants  
Site Furnishings

**OPTION 2**  
DIAMONDS OF UPTOWN



**\$70,000**  
@ 200,000 Miles

Market Lighting  
Wood Decking  
Cable Plants  
Site Furnishings

## DIAMONDS OF UPTOWN



17

37

## ZONE 6 PARALLEL PARKING

**OPTION 1**  
PARALLEL PARKING



**\$205,000**  
@ 200,000 Miles

Plant Tree Removal  
New Tree & Shrub Planting  
New Sidewalk Pavement  
Site Furnishings  
1/2 Block Parallel Parking

**OPTION 2**  
GATHERING IN UPTOWN



**\$319,000**  
@ 200,000 Miles

Plant Tree Removal  
New Tree & Shrub Planting  
New Sidewalk Pavement  
Site Furnishings  
1 Block Parallel Parking

## GATHERING IN UPTOWN



6

35

189

# Activity #1: Build *your* Uptown

## MAJOR TAKE-AWAYS

TOTAL VOTES	Street					TOTAL
	Street	Planter	Mid-Block	Parklet	Parallel	
	Z2	Z3	Z4	Z5	Z6	
Parklets & Planter	6	0	12	17	n/a	35
Diamonds Of Uptown	15	12	7	37	n/a	71
Gardens Of Uptown	22	29	1	17	36	105
Gathering In Uptown	22	25	34	n/a	35	116
<b>TOTAL VOTES</b>	<b>43</b>	<b>66</b>	<b>54</b>	<b>54</b>	<b>71</b>	

**NOTE:** Numbers in red represent similar conditions in zone not portrayed and not included in zone totals



121

190



## Workshop Activity #2:

# Discuss

# *your* UPTOWN

191

### Activity #2: Discuss *your* Uptown

#### 1 PARKLETS & PLANTERS



#### PROS

- LEAST AMOUNT OF PARKING SPACES LOST
- MODERN/VISUAL APPEARANCE
- UPDATED LIGHTING

#### CONS

- MORE GATHERING SPACE NEEDED
- TEMPORAL QUALITY OF PARKLETS
- DOES NOT REMOVE ENOUGH FICUS TREES



## Activity #2: Discuss *your* Uptown

### 4 GATHERING IN UPTOWN



#### PROS

- MOST PEDESTRIAN ORIENTED
- ELIMINATES ALL FICUS TREES
- WALKABILITY/BOLDEST STATEMENT

#### CONS

- LESS PARKING
- PARKING SCHEME COULD CAUSE CONGESTION
- NO BIKE LANES

193



*your* **UPTOWN**

PEOPLE. PLACES. STREETS.

# THANK YOU!

123

194



## Uptown Whittier Streetscape Beautification Plan -03/14/17



## Timeline

- 1960s – Two Parking Districts Approved
- 1970s - Uptown BIA – Whittier Uptown Association
- 2008 - Uptown Specific Plan
- 2010 - Uptown Parking Mgmt. Plan
- February 2015 –\$12.5 M bond proceeds approved for infrastructure improvement projects (contingent on establishing an assessment district):
  - parking structure (\$9.2 M)
  - sewer/water upgrades (\$1.6 M)
  - streetscape beautification plans (\$1.2 M)
  - parking meters (\$500,000)



## **Underway**

- ◉ **Five Parallel Processes Underway to Benefit Uptown from former RDA Bond Proceeds:**
  - **New City America, Inc. – Community Benefit District**
  - **SWA - Uptown Streetscape Beautification Plan**
  - **Watry Design, Inc. - Design of parking structure on Comstock Avenue**
  - **Walnut Street - Street/Sewer/Water Improvements (in design)**
  - **Comstock Avenue – Water Main Improvements (in construction)**

3

## **Process to Date**

- ◉ **November 2016 – mailed ~2,900 flyers to UWSP Area + South to Mar Vista for Double Tree Hotel**
- ◉ **Public Meetings:**
  - **November 30, 2016**
  - **January 11, 2017**
  - **February 8, 2017**
- ◉ **Joint Commission/Board Meetings:**
  - **January 23, 2017**
  - **February 21, 2017**

4



## Adopted Directives

- **Uptown Whittier Specific Plan**
  - Gateway Signage
  - Park Once District
  - Tree Succession Plan – replace every other ficus tree with new tree planted at end of diagonal parking spaces
  - Widen Sidewalks and Activate Sidewalk Space
  - Establish PBID
  - Build New Parking Structure
  - Install 32 Electronic Parking Pay Machines
  - Upgrade Sewer/Water Lines
  - Improve/Install Mid-block Crossings

5

## Adopted Directives

- **Uptown Whittier Parking Management Plan**
  - Approve Parking Management Plan and Strategy ( 2010 and Ordinance No. 2963)
    - Target 85% occupancy with demand based pricing arrangement
  - Valet Parking
  - Gateway/Wayfinding Signage
  - Improve Existing Parking Structure
  - Build New Parking Structure(s)
  - Electronic Parking Pay Machines in Prime Spots
  - Reinvest Parking Proceeds

6





7



Agenda related writings or documents provided to a majority of the City Council Members and available to the public on 03/14/17, after distribution of the 03/14/17 Agenda packet. Agenda Item: 10.C



# your UPTOWN

PEOPLE. PLACES. STREETS.



# your UPTOWN

PEOPLE. PLACES. STREETS.

## City Council Meeting

March 14, 2017

1. Team introduction
2. Project introduction
3. Positioning Uptown
4. Community involvement update
5. Uptown programming
6. Uptown tree strategies
7. Streetscape Framework
8. Streetscape Concepts
9. Closing Remarks





# *your* **UPTOWN**

PEOPLE. PLACES. STREETS.

## Consultant Team

### **SWA Group**

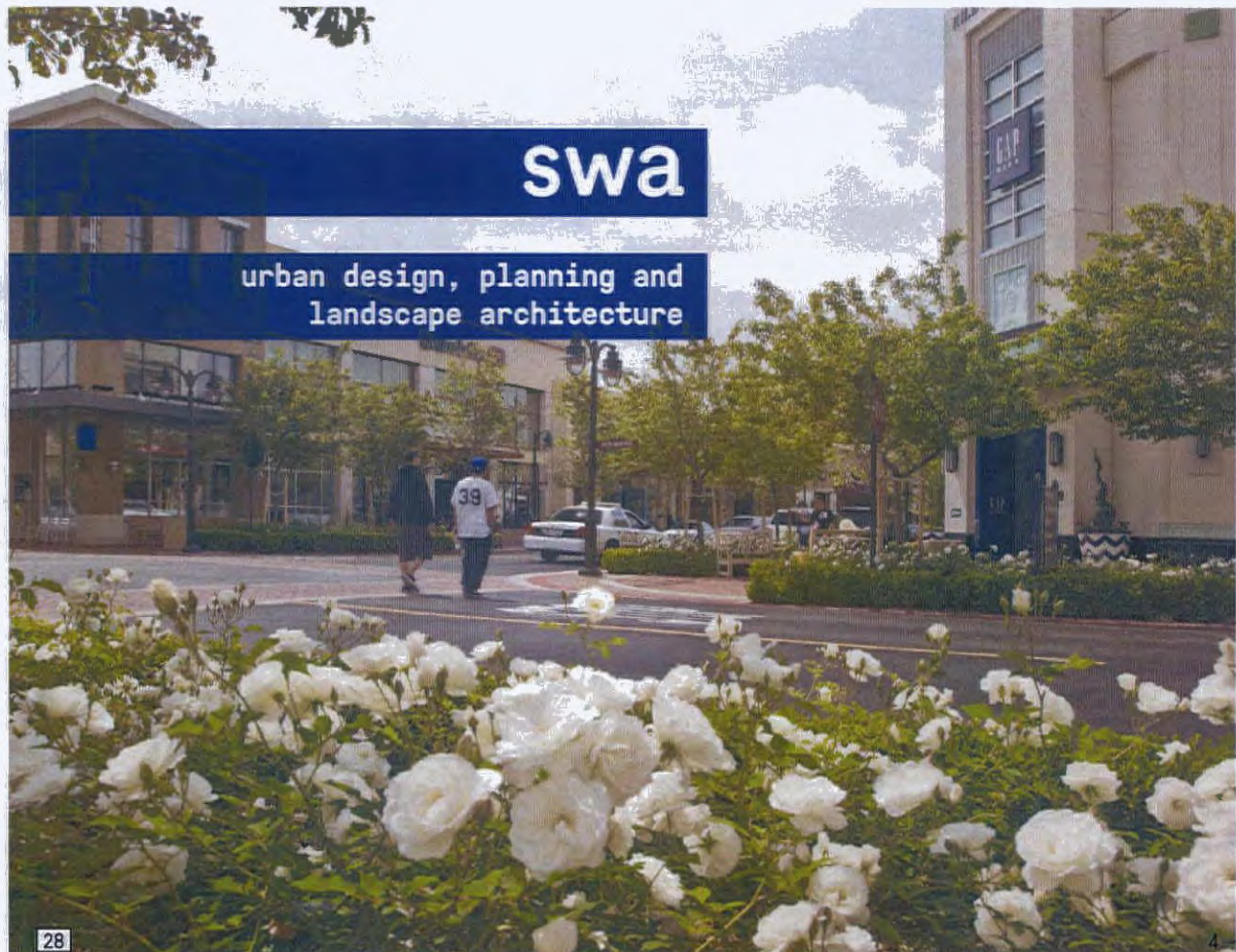
Planning, Urban Design, Landscape Architecture

### **Fuscoe**

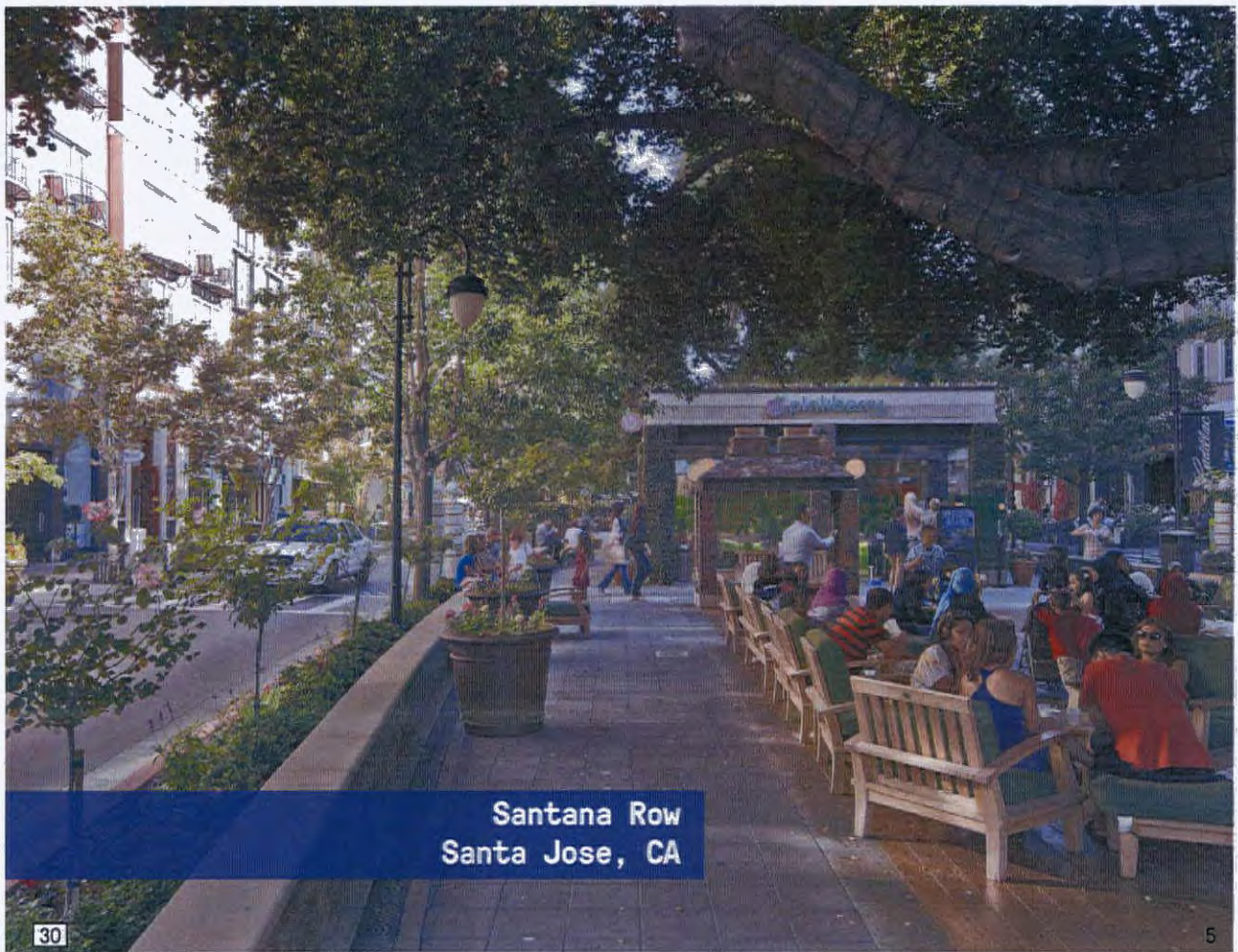
Civil Engineering

28

3





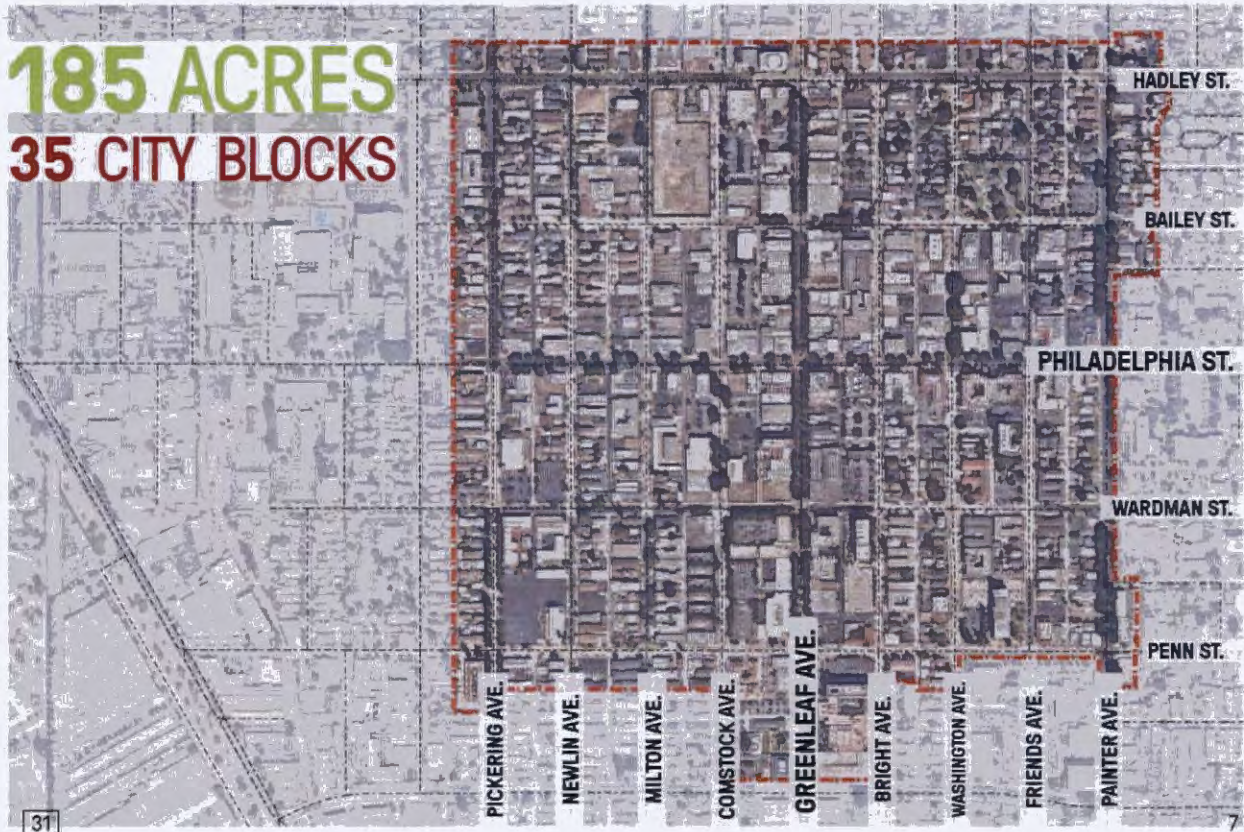


# WHERE IS THE FOCUS OF THE STREETScape BEAUTIFICATION PLAN?

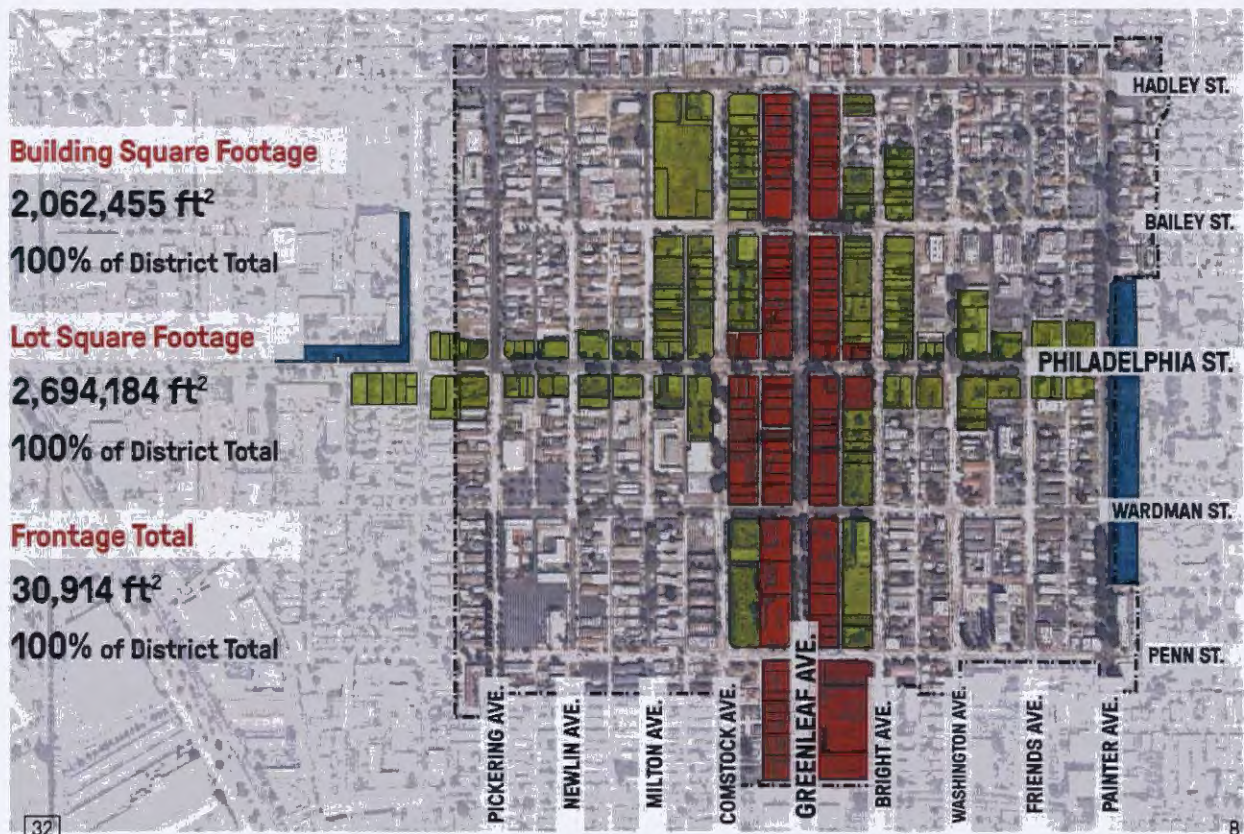


# Project Study Area

**185 ACRES**  
**35 CITY BLOCKS**



# Proposed Benefit Districts





# WHY A STREETScape BEAUTIFICATION PLAN?

32

9

*Why a Streetscape Beautification Plan?*

- **CELEBRATE** the historic core of Whittier
- **ENRICH** the community's public realm
- **PROMOTE** a walkable, enjoyable Uptown
- **PROVIDE** for safety & accessibility
- **KEEP** Uptown competitive



33



10



# WHAT IS A STREETSCAPE BEAUTIFICATION PLAN?

35

11

*The Streetscape Beautification Plan will include ...*

results from **community  
based input**

public realm **programming &  
landscape design concepts**



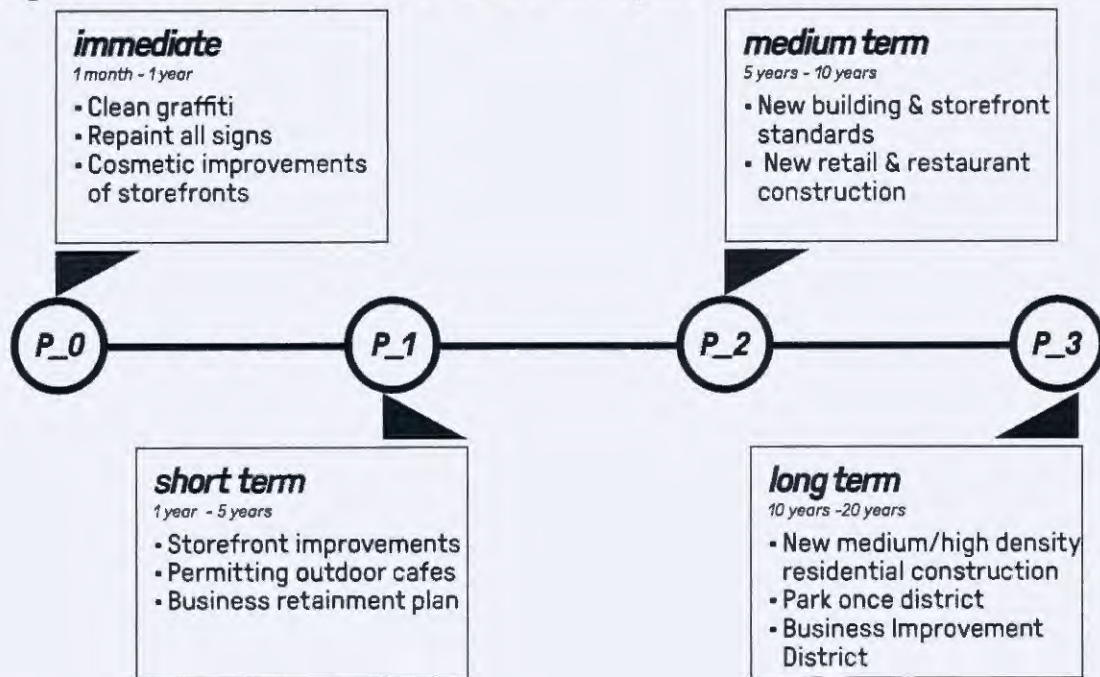
36

12



The Streetscape Beautification Plan will include ...

# project cost estimation and phasing of implementation (example from U.W.S.P.)



38

13

# CURRENT SITE CONDITIONS

42

14

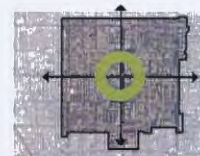


# Evaluating Current Site Conditions



## Current Site Conditions

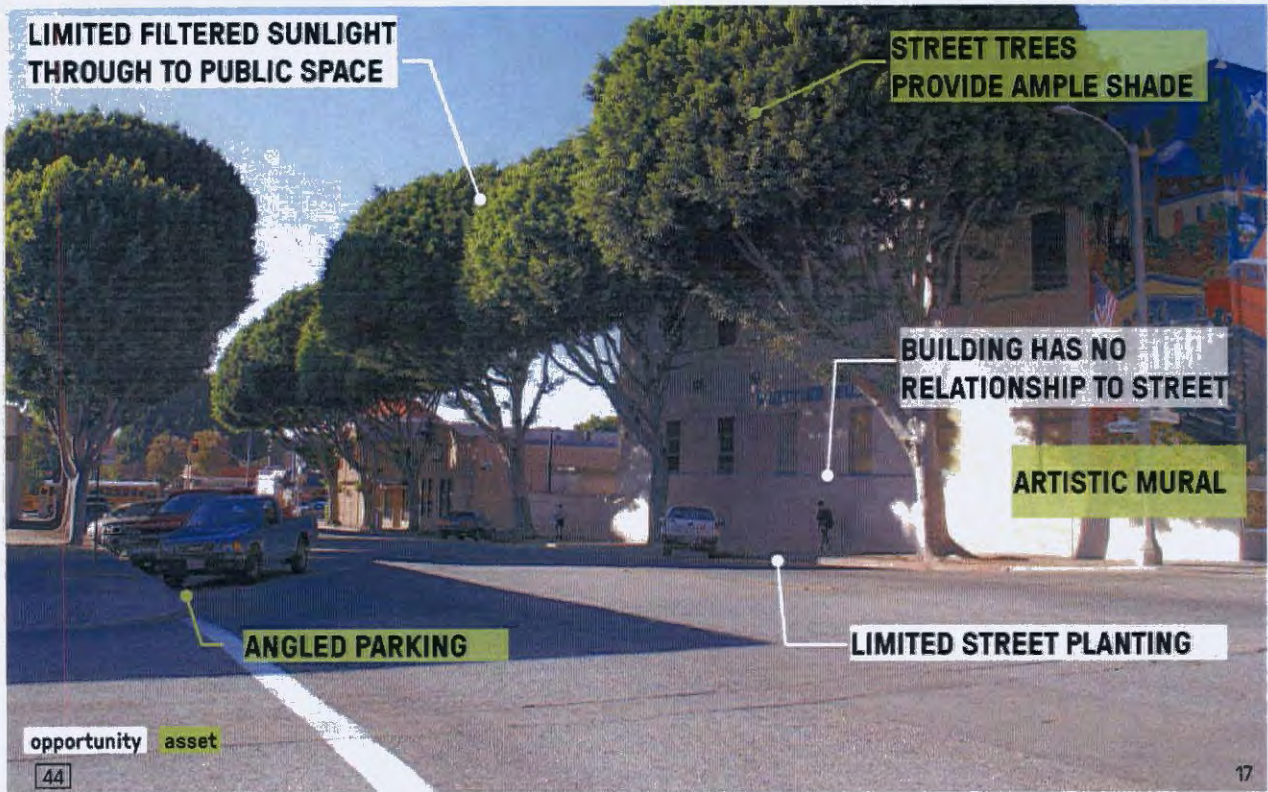
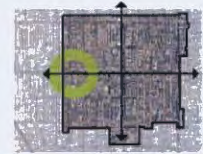
# Philadelphia St. / Greenleaf Ave.





Current Site Conditions

# Philadelphia St.



Current Site Conditions

# General Observations





# GUIDING PRINCIPLES

46

19

## Guiding principles rooted from the Uptown Whittier Specific Plan

- 1. Pedestrian orientation**
- 2. Interconnected street system**
- 3. Quality of the public realm**
- 4. Distinct character**
- 5. Smart transportation & parking**



20



# COMMUNITY INVOLVEMENT OVERVIEW

50

21

*Results from*

## **COMMUNITY WORKSHOP #1**

*Wednesday, November 30, 2016*

*@ Nixon Plaza Building*

51

22



# Workshop #1: Major Themes



## Workshop #1 Activity

### Streetscape Experiences





*Results from*

# COMMUNITY WORKSHOP #2

*Wednesday, January 11, 2017*

*@ Nixon Plaza Building*

56

25

## Workshop #2: Major Themes

- 1. SAFETY ON THE STREET**
- 2. UPTOWN HISTORY APPLIED THROUGH ART & SIGNAGE**
- 3. ENHANCE THE BUILT ENVIRONMENT**
- 4. ACTIVATE THE OUTSIDE**
- 5. EXTEND UPTOWN**



57

26



# UPTOWN PROGRAMMING

57

27

## Programming Objectives



58

28



# Streetscape Programming

## Art



## Parklet Patios



## Retail + Café Seating



58

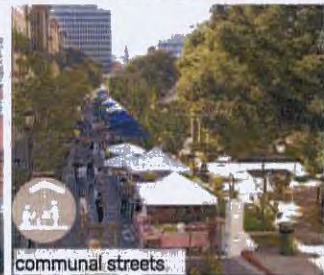
29

# Streetscape Programming

## Street Trees



## Flexible Gathering Spaces



## Landscape



59

30



## Sidewalks + Crossings



paving



artful road striping



curb extensions

## Bicycle Facilities



bicycle racks



bicycle lanes



bicycle parking

## Street Life + Amenities

59



lighting



urban play



fountains

## Signage + Wayfinding



directional signage



city maps

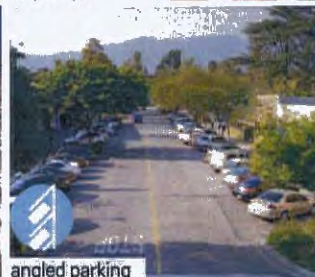


educational signage

## Parking



parking garage



angled parking



parallel parking

60

32



# Workshop Activity #1:

# PROGRAM

# *your* UPTOWN

## Activity #1: Program *your* Uptown

TABLE 6



**TABLE 6 BIG IDEAS**

- Greenleaf blocked for cars 1x/month
- Enhancement of dead zones (paseos, empty lots)
- Enhanced lighting (main and side streets)
- Parking (adding vertically)
- Lots of art - everywhere
- Address tree issues
- Outside dining everywhere
- Walkability (Like Greenway Trail to Uptown)
- Lounge/play areas
- Storytelling and history throughout

**STICKER COUNTS**

- Landscape- 16
  - Street Trees- 15
  - Bicycle Parking- 13
  - Directional Signage- 9
  - Artful Road Striping- 9
- |   |   |   |   |   |
|---|---|---|---|---|
| 9 | 9 | 8 | 7 | 4 |
| 9 | 9 | 8 | 5 | 3 |
| 9 | 9 | 8 | 5 | 3 |
| 9 | 9 | 8 | 5 |   |
| 9 | 8 | 8 | 4 |   |





# Activity #1: Program *your* Uptown

COMPOSITE SUMMARY

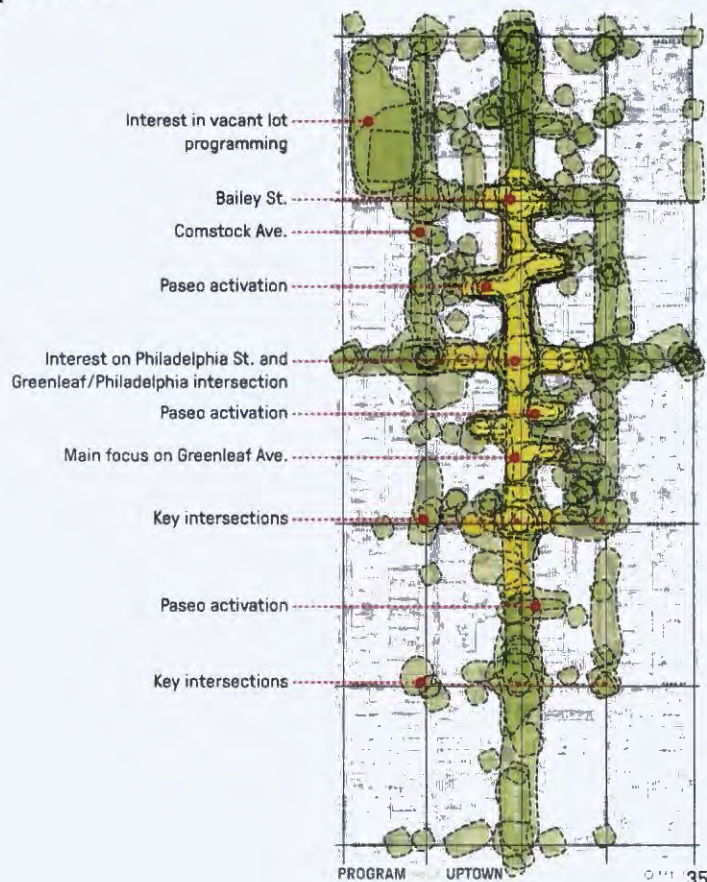
## MAJOR TAKE-AWAYS

### KEY AREAS OF IMPLEMENTATION

- Greenleaf Ave./Philadelphia St. intersection
- Greenleaf Ave.
- Philadelphia St.
- Key intersections extending from Greenleaf Ave./Philadelphia St.
- Bright Ave. and Comstock Ave.
- Paseos on Greenleaf Avenue
- Alpha Beta site
- Connect Greenway Trail to Uptown Whittier

### MOST PREFERRED STREETScape PROGRAM ELEMENTS

- Safe lighting and street amenities (Greenleaf Ave., Philadelphia St., intersections)
- Art murals, installations, and sculptures (paseos and major intersections)
- Specialty paving on sidewalks and major intersection crossings
- Wayfinding and signage with historic reference (major intersections and key entry points into Uptown Whittier)
- Canopy trees (on streets)
- Specimen and accent trees (in paseos, parks, and special use areas)
- 'Outside' dining and parklets (on Greenleaf Ave., Bright Ave., Comstock Ave., Philadelphia St.)
- Urban play elements and fountains (paseos and parks)
- Parking garages (consolidated parking strategy, "vertical parking")
- Permeable pavements (in existing parking lots)



61

# EXISTING UPTOWN TREES

62

36

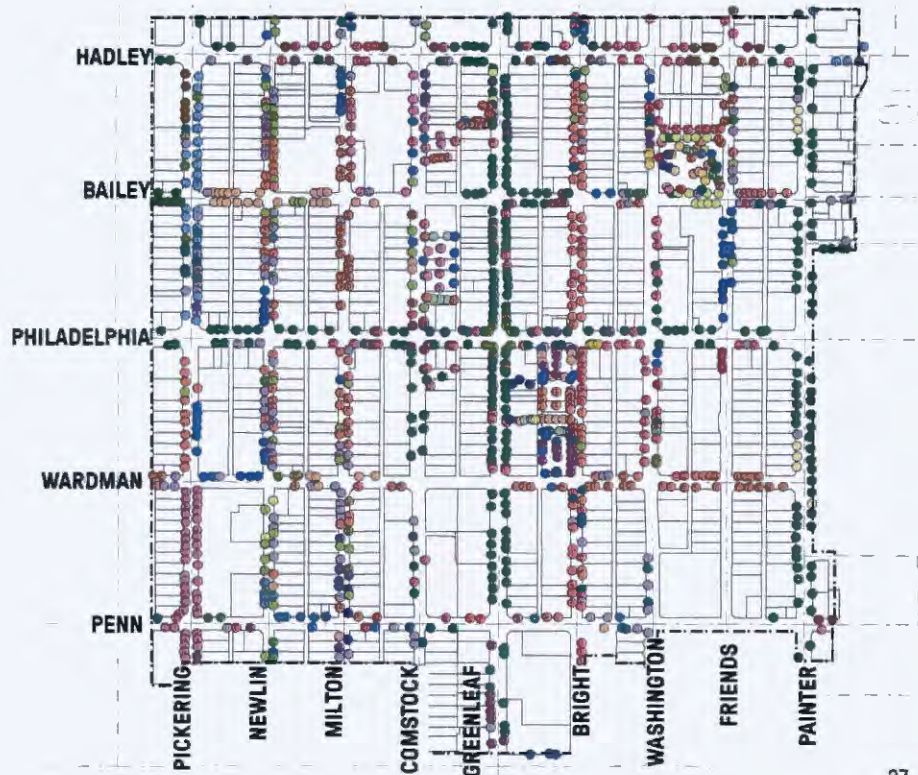


# Existing Street Trees in Uptown Whittier

**70**  
TREE SPECIES

**241**  
FICUS TREES

**1,317**  
TREES (TOTAL)

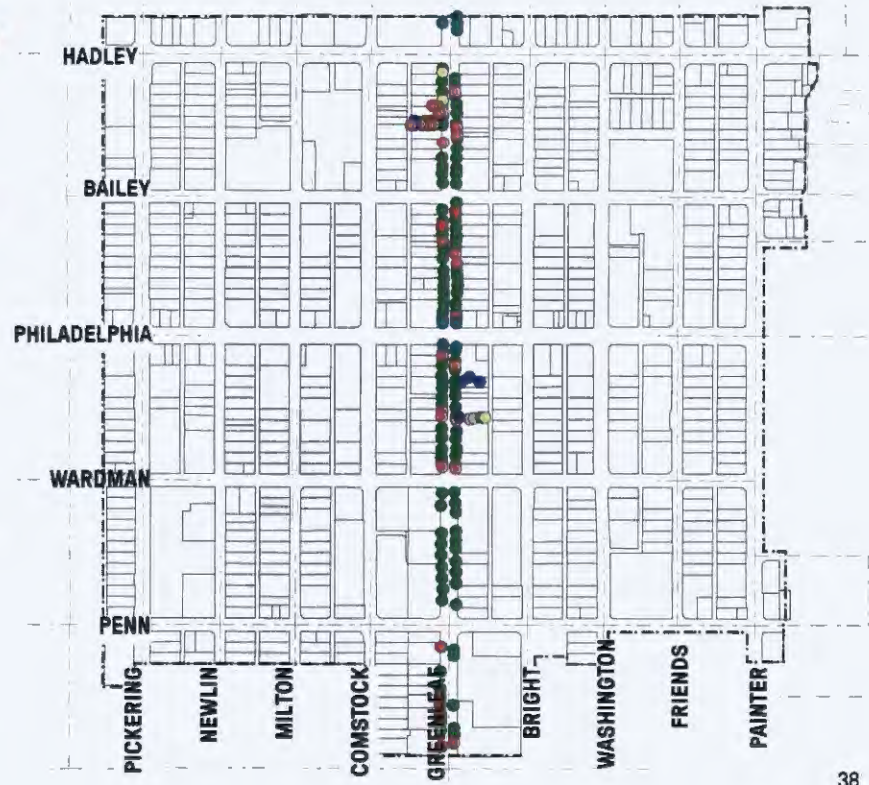


# Existing Street Trees - Greenleaf Ave.

**17** SPECIES

- INDIAN LAUREL FIG **104**
- CRAPE MYRTLE **11**
- SWEETSHADE **10**
- CHITALPA **7**
- CHINESE FLAME TREE **4**
- CAMPHOR TREE **4**
- GOLD MEDALLION TREE
- GOLDEN TRUMPET TREE
- GOLDENRAIN TREE
- HOLLYWOOD JUNIPER
- JAPANESE BLACK PINE
- JAPANESE MAPLE RED LACE
- LITTLE GEM MAGNOLIA
- QUEEN PALM
- WESTERN REDBUD
- WICHITA BLUE JUNIPER

63 VACANT SITE

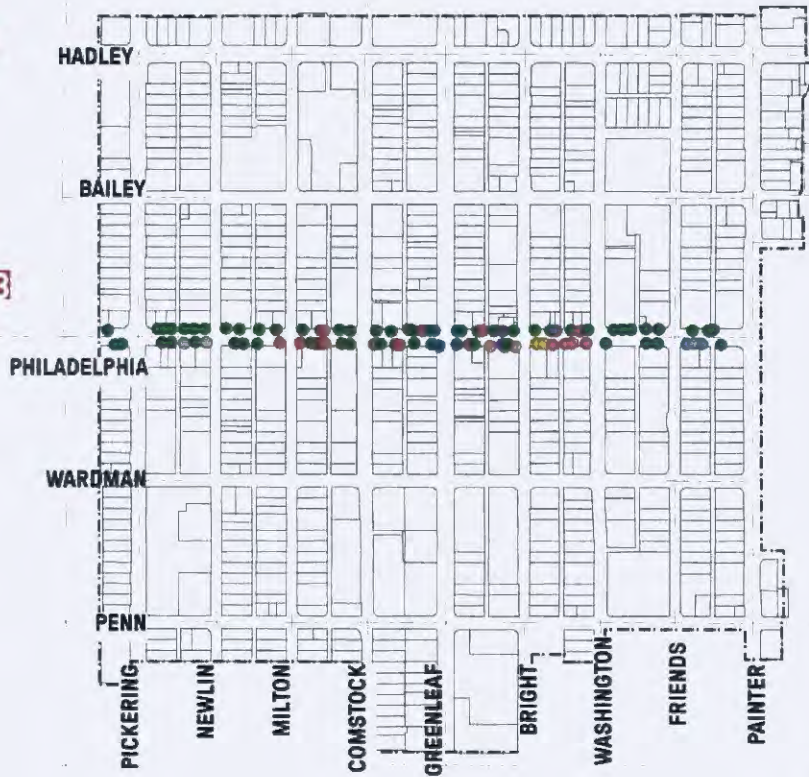




# Existing Street Trees - Philadelphia St.

12 SPECIES

- INDIAN LAUREL FIG 48
- SWEETSHADE 14
- CAMPHOR TREE 5
- WEeping FIG 5
- CAJEPUT TREE 4
- AMERICAN SWEETGUM 3
- CHAMPACA
- GOLDEN TRUMPET TREE
- ORNAMENTAL PEAR
- WICHITA BLUE JUNIPER
- YEW PINE
- VACANT SITE



64

39

# UPTOWN TREE STRATEGY

65

40

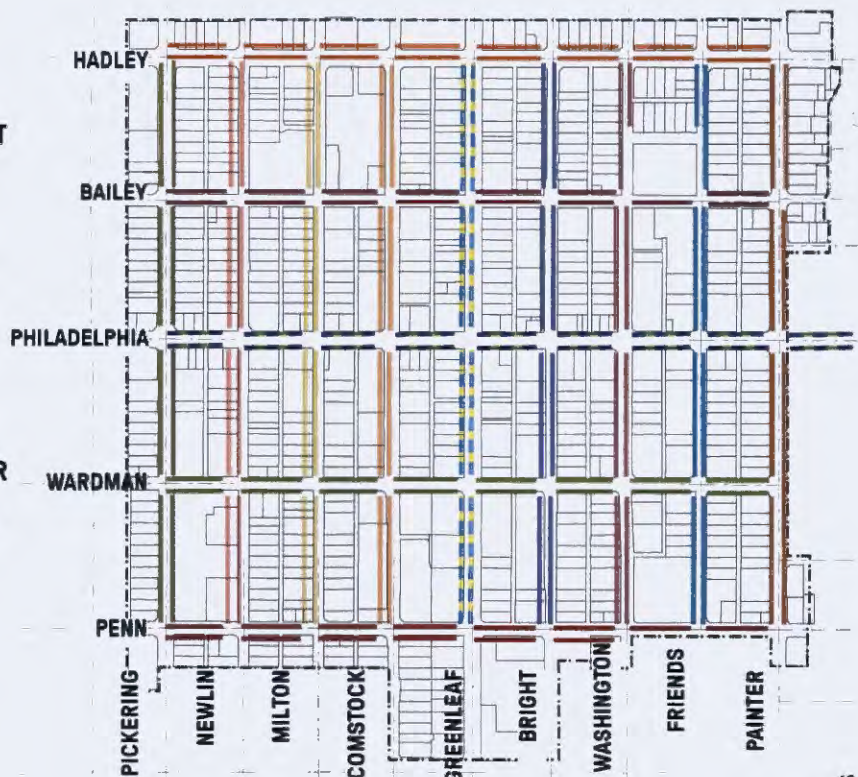


# What do we look for in street trees found in urban environments?



## Specific Plan Proposed Street Trees

- CAMPHOR TREE
- GOLDEN MEDALLION
- AUSTRALIAN WILLOW
- SUNBURST HONEYLOCUST
- SHADEMASTER LOCUST
- GOLDEN RAIN TREE
- SOUTHERN MAGNOLIA
- CANARY ISLAND PINE
- CHINESE PISTACHE
- LONDON PLANE TREE
- BRADFORD CALLERY PEAR
- JAPANESE PAGODA TREE
- EASTERN REDBUD
- BRISBANE BOX
- PINK TRUMPET TREE
- INDIAN LAUREL FIG





# Street Tree Strategies



## SWA Suggested Street Trees

### *Specific Plan*

London Plane Tree  
(*Platanus x acerifolia* 'Columbia')



Chinese Pistache



Sunburst Honey Locust



Camphor Tree





# SWA Additional Suggested Street Trees

Pink Trumpet Tree



Crape Myrtle



Chinese Elm



68

Modesto Ash



45

## FICUS PHASING



# Fun Ficus Facts



69

## Indian Laurel Fig (*Ficus microcarpa*)

### HEIGHT / WIDTH:

40-60' Tall / 50-60' Wide

### CHARACTERISTICS:

Non-native evergreen tree  
Oval or rounded shape

### PLANT NEEDS:

Medium water needs / full sun  
to partial shade

### GROWTH RATE:

24 inches per season

### LONGEVITY:

50 to 150 years

### CONCERNS:

Medium/weak branch strength  
Root damage potential  
Messy Fruit Droppings  
Maintenance Issues



DIRTY SIDEWALKS FROM TREE FRUIT



SIDEWALK UPROOTING

47

## Ficus Phasing - Strategies

**1. INCREASE *MAINTENANCE* OF THE FICUS TREES**

**2. REPLACE *EVERY OTHER* FICUS TREE  
(PER SPECIFIC PLAN; 2 PHASES)**

**3. REPLACE *EVERY THIRD* FICUS TREE  
(3 PHASES)**

**4. REPLACE FICUS TREES AT *NODES & INTERSECTIONS***

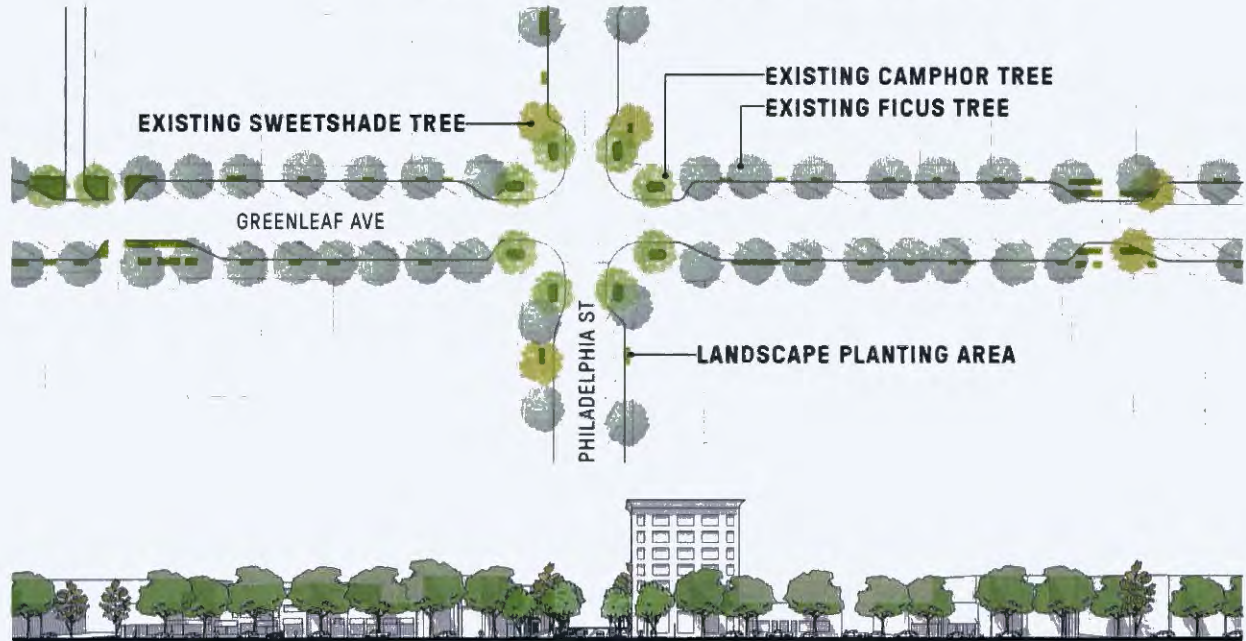
70

48

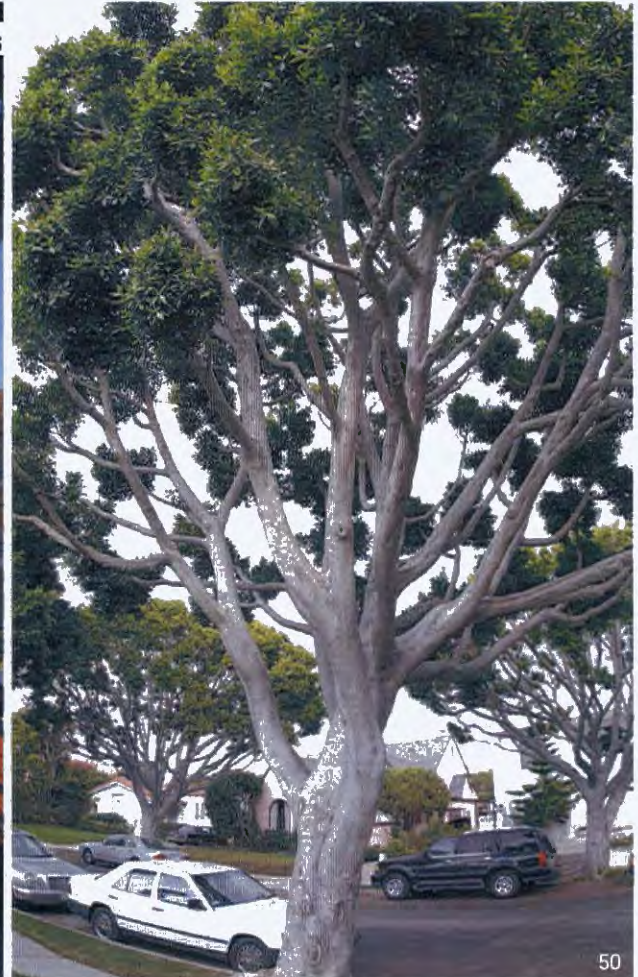


# 1. Increase *Maintenance* of the Ficus Trees

*\*trim trees on a yearly schedule*



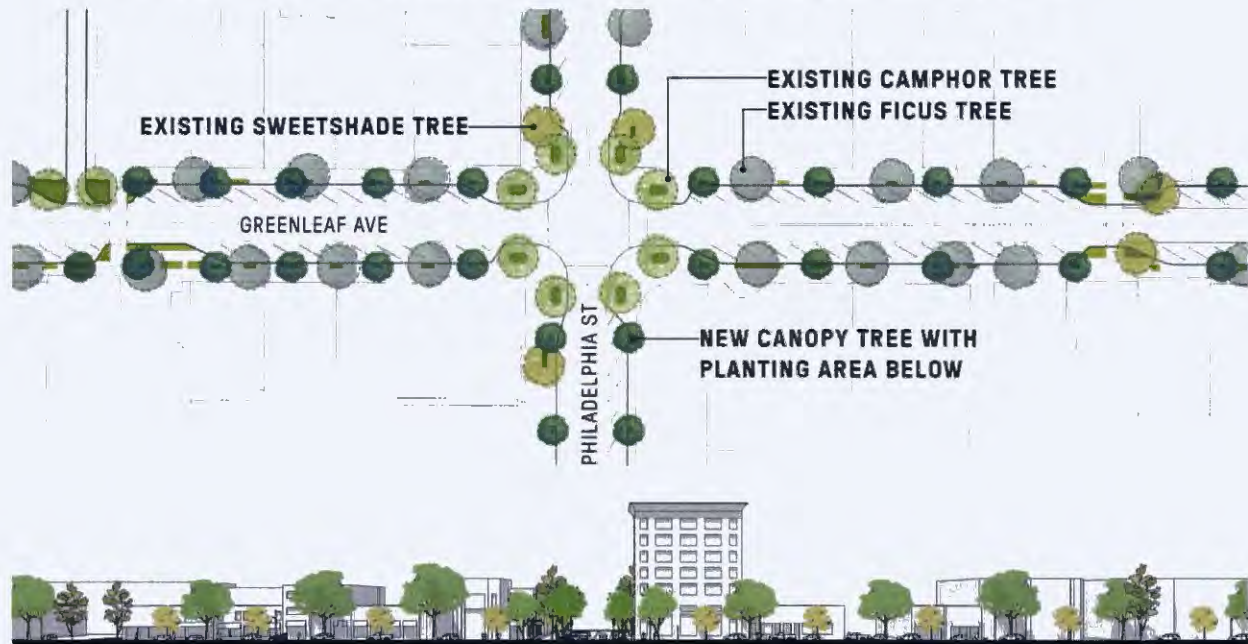
## 1. Increase *Maintenance* of the Ficus Trees





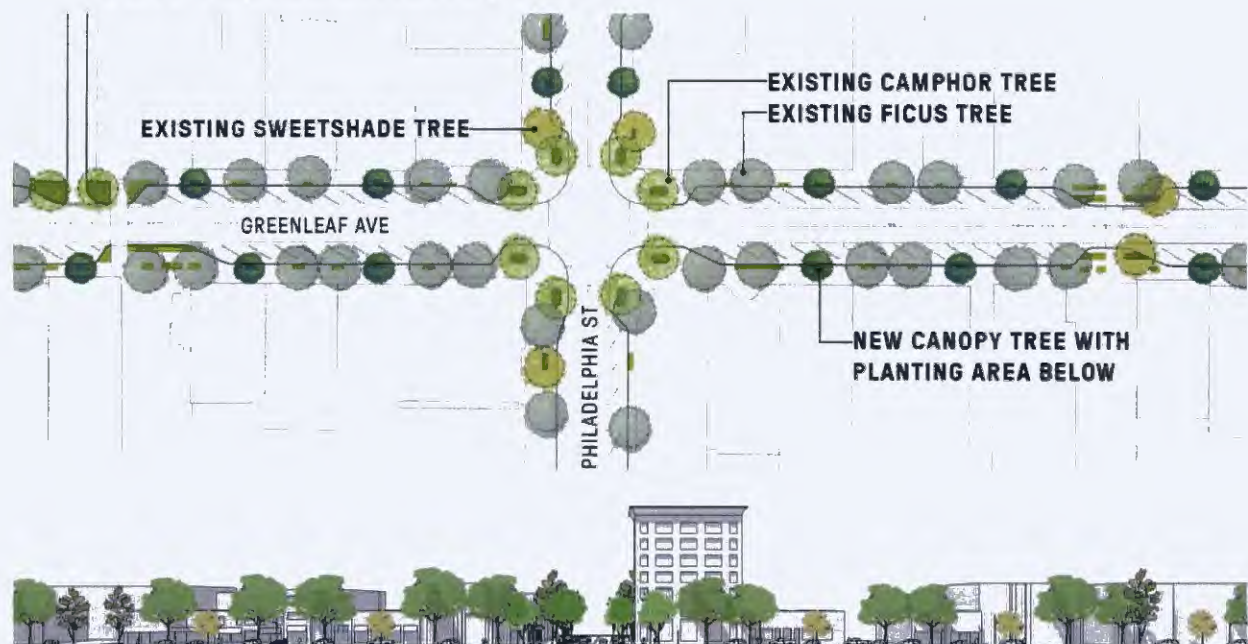
## 2. Replace *every other* Ficus Tree

\*50% replacement phase 1; per Specific Plan



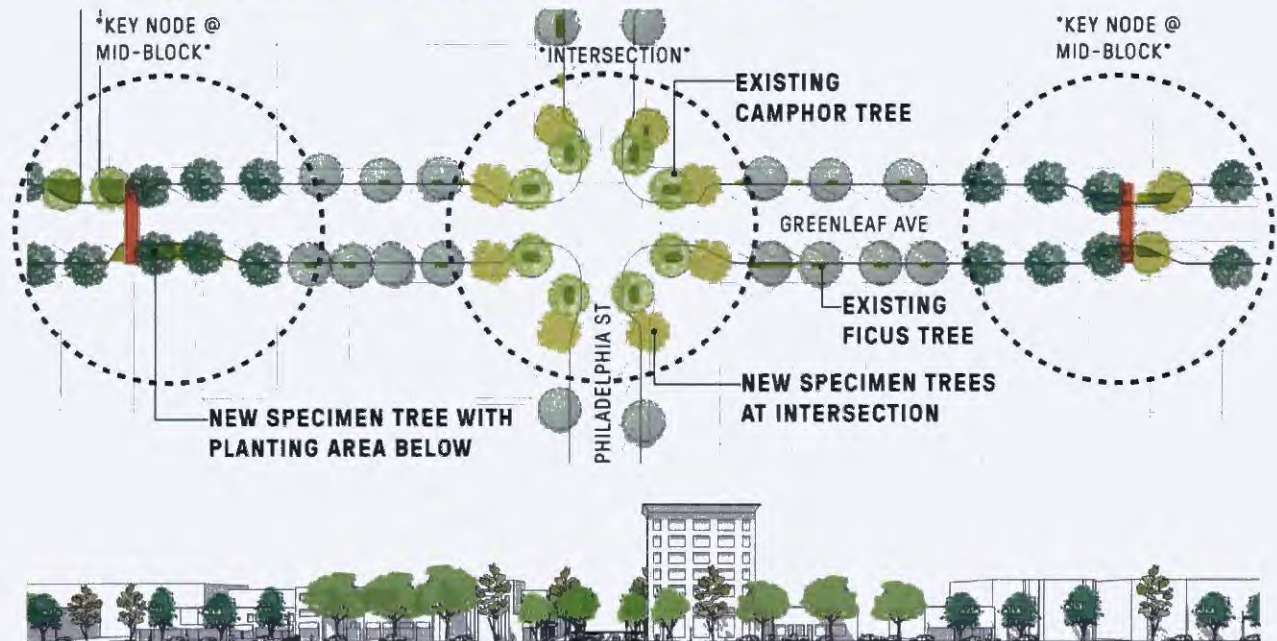
## 3. Replace *every third* Ficus Tree

30% replacement phase 1





## 4. Replace Ficus Trees at *key nodes & intersections*



## Ficus Phasing - Community Input

- 57 2. REPLACE ***EVERY OTHER*** FICUS TREE  
(PER SPECIFIC PLAN; 2 PHASES)
- 31 1. INCREASE ***MAINTENANCE*** OF THE FICUS TREES
- 22 3. REPLACE ***EVERY THIRD*** FICUS TREE  
(3 PHASES)
- 23 4. REPLACE FICUS TREES AT ***NODES & INTERSECTIONS***



# UPTOWN STREETSCAPE FRAMEWORK

74

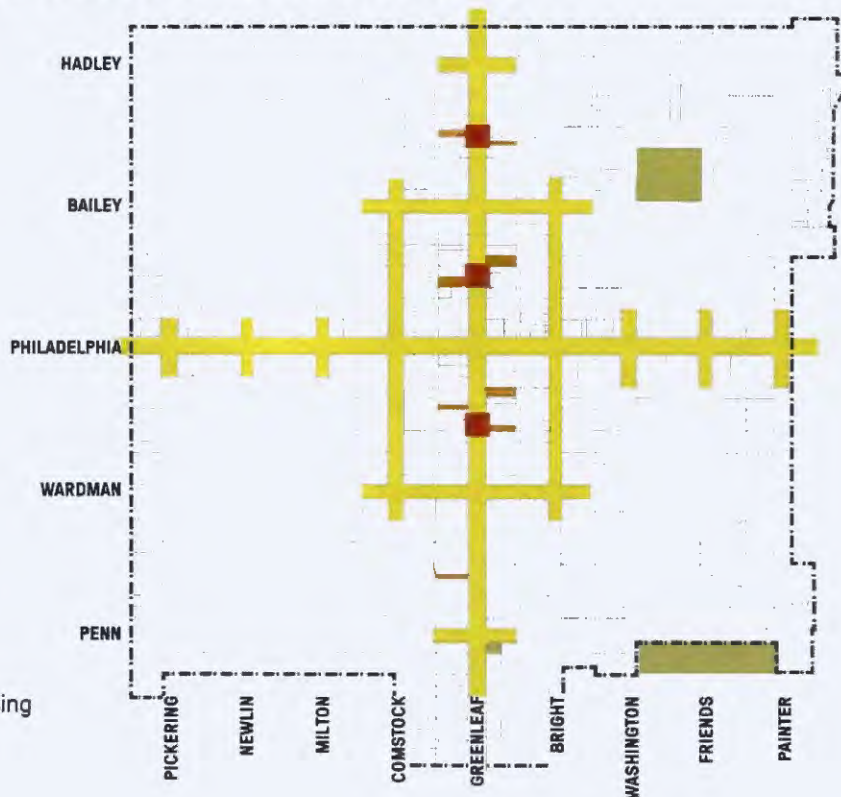
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*Existing Streetscape Framework*

## Existing Overall Framework

### LEGEND

- Primary streetscape
- Existing Paseo
- Existing Park
- Existing Mid-block Crossing

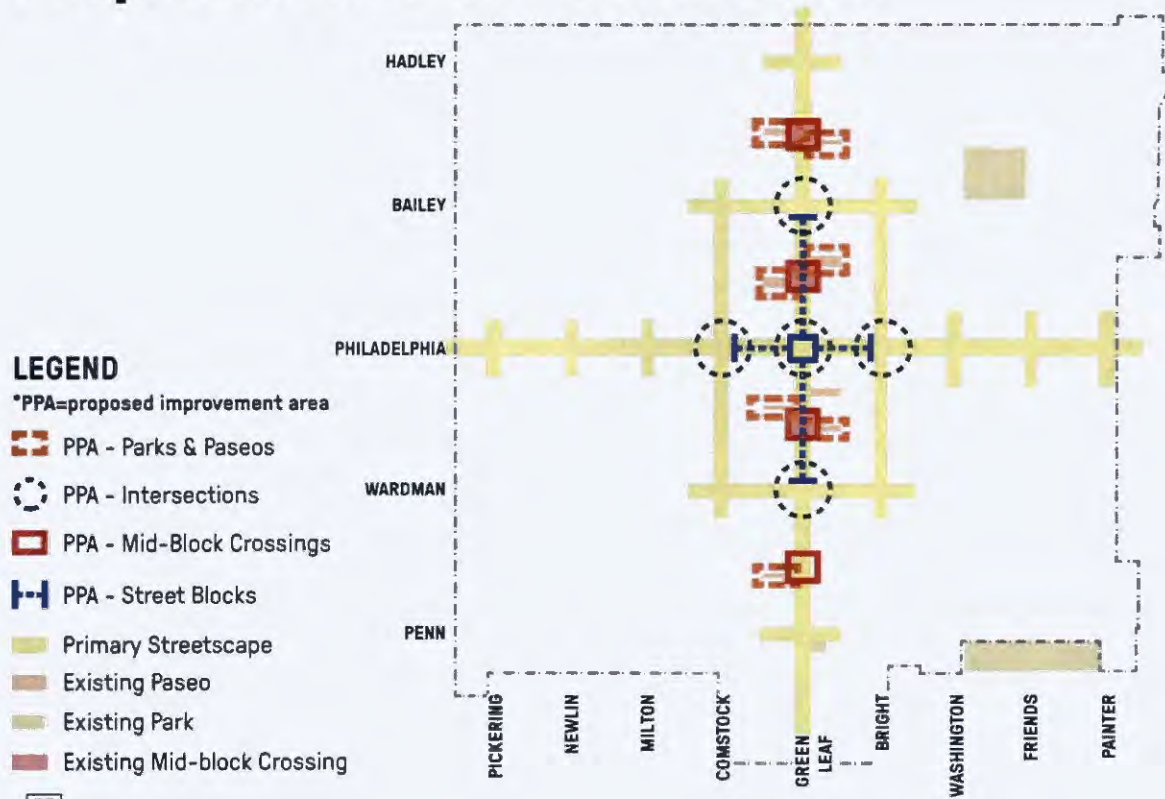


75

56



# Proposed Overall Framework



# PROJECT PHASING & IMPLEMENTATION STRATEGIES



# Project Implementation Feasibility

**1ST PHASE IMPLEMENTATION BUDGET**

APPROX. **\$900,000** FROM FORMER REDEV. BOND FUNDS

1. PHASED STRATEGY FOR INCREMENTAL IMPROVEMENT
2. ONE MAJOR COST - FICUS TREES
3. CONCEPT PLANS FOR PREFERRED PHASING STRATEGY

96 59

## Phasing & Implementation Strategies

### ① Broad Area, Light Touch

**GENERAL NOTE:** Costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 20% contingency accounts for unknown costs due to the ongoing design process.

\$ 866,000

**COST METRICS**

**Z1 INTERSECTION**  
 1 @ 144,000 @ GL/PH  
 Remove and replace existing intersection paving  
 New sidewalk/crosswalk paving  
 New stormwater planting areas  
**\$144,000**

**Z2 STREETSCAPE**  
 \$147,000 (per year)  
 Trim all existing Ficus trees in designated area  
**\$147,000**

**Z3 PARKING PLANTER**  
 30 @ \$13,000  
 New accent tree in planter  
 New planting area  
 Remove 30 Ficus trees (\$1,500 each)  
**\$435,000**

**Z5 PARKLET**  
 8 @ \$17,500  
 \*Temporary installation  
 \*To be installed by CBD  
**\$140,000**

**TOTAL**  
**\$866,000**

96 60



## ② Key Nodes and Intersections

**\$920,000**

**COST METRICS**

**INTERSECTION**

5 @ \$144,000

- Remove and replace existing intersection paving
- New sidewalk/crosswalk paving
- New stormwater planting areas

\$720,000

**MID-BLOCK**

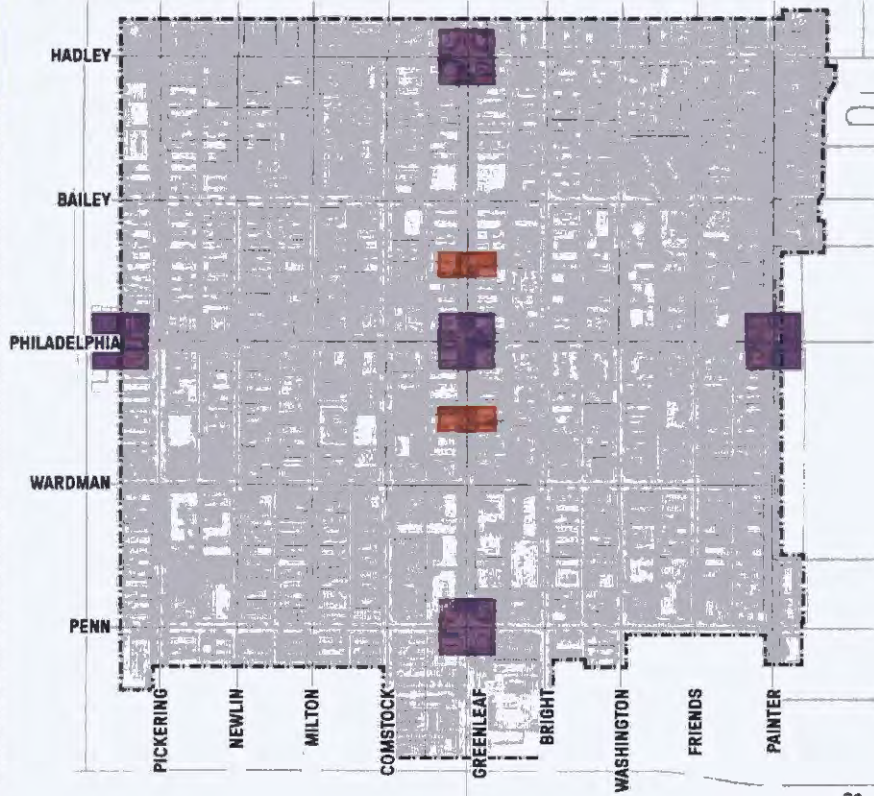
2 @ \$100,000

- Ficus tree removal @ mid-block
- New sidewalk/crosswalk paving
- New specimen tree and planting

\$200,000

**TOTAL**

\$920,000



**GENERAL NOTE:** Costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 20% contingency accounts for unknown costs due to the ongoing design process.

## ③ One Block

**\$700,000-  
\$800,000**



**GENERAL NOTE:** Costs are approximate & contingent on extent of streetscape renovation; cost allowance is based solely on preliminary conceptual design; a 20% contingency accounts for unknown costs due to the ongoing design process.



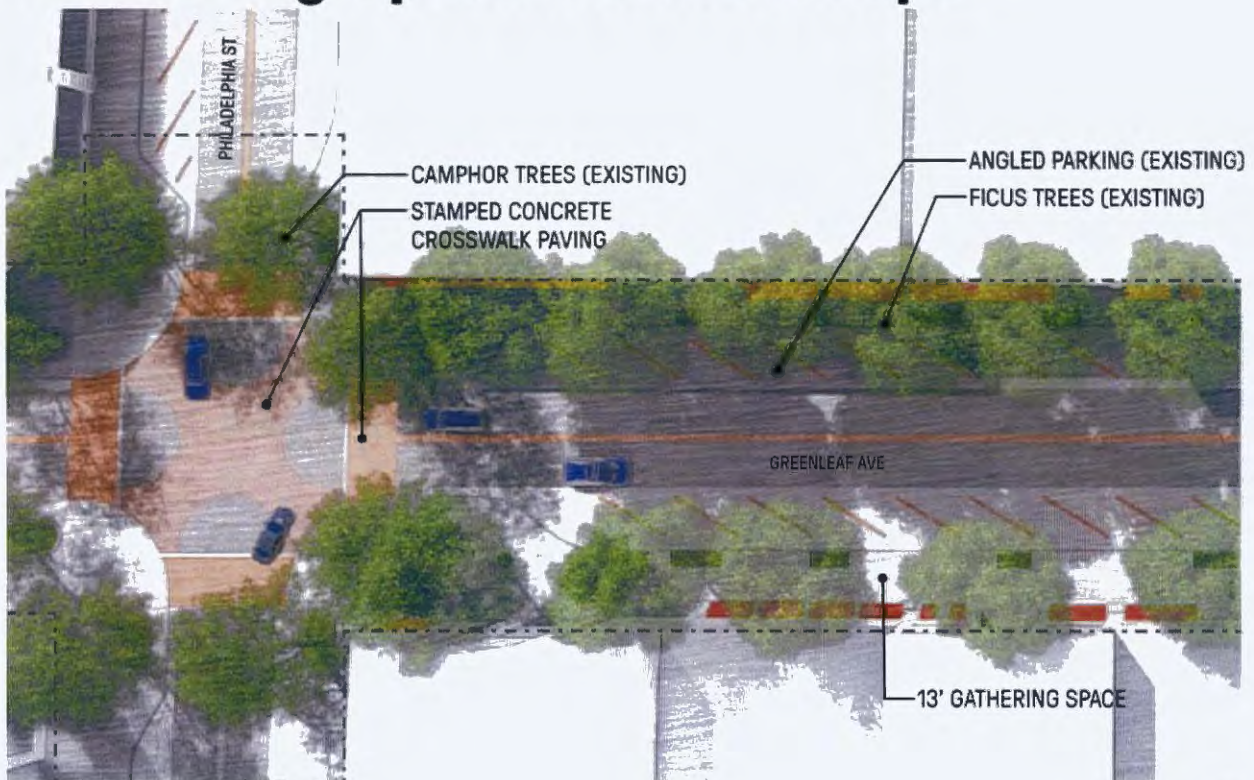
# UPTOWN STREETSCAPE CONCEPTS

98

63

*Uptown Streetscape Concepts*

## 0. Existing Uptown Streetscape



99

64



# 0. Existing Uptown Streetscape

**TREES**

**41** TOTAL EXISTING TREES

- 28 Existing Ficus trees
- 5 Existing Accent trees
- 8 Existing Specimen Trees

**PLANTING**

**2,607** SF PLANTING

**PARKING**

**48** TOTAL EXISTING PARKING (ANGLED)

**GATHERING SPACE**

**16,160** SF



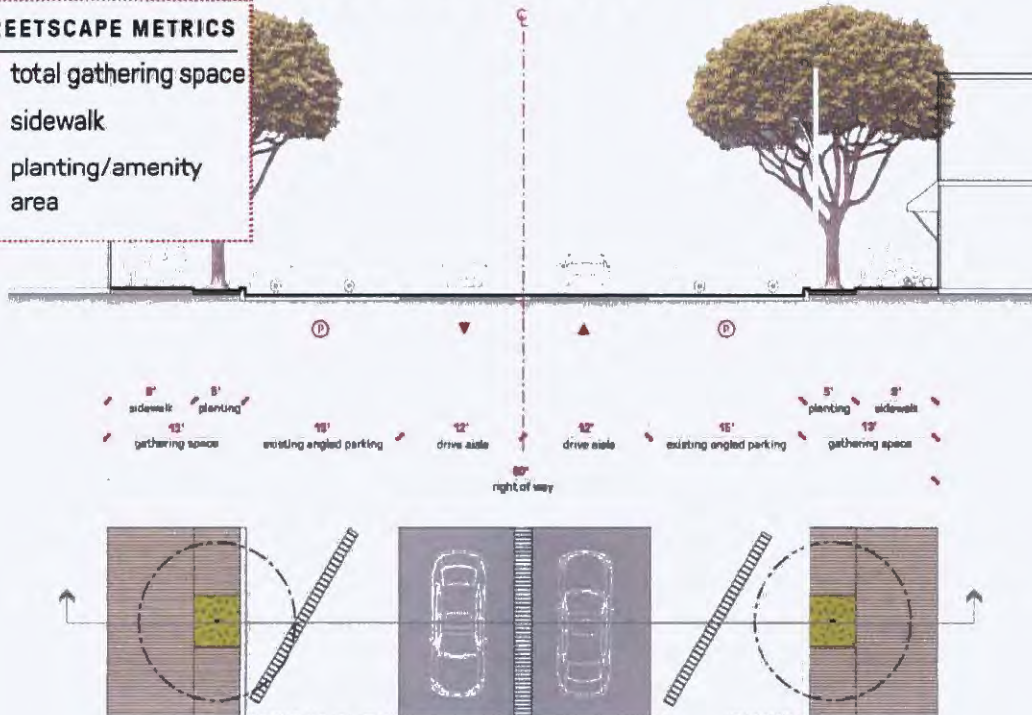
98

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## Existing Street Section

**STREETSCAPE METRICS**

- 13' total gathering space
- 8' sidewalk
- 5' planting/amenity area



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option 1

# PARKLETS & PLANTERS

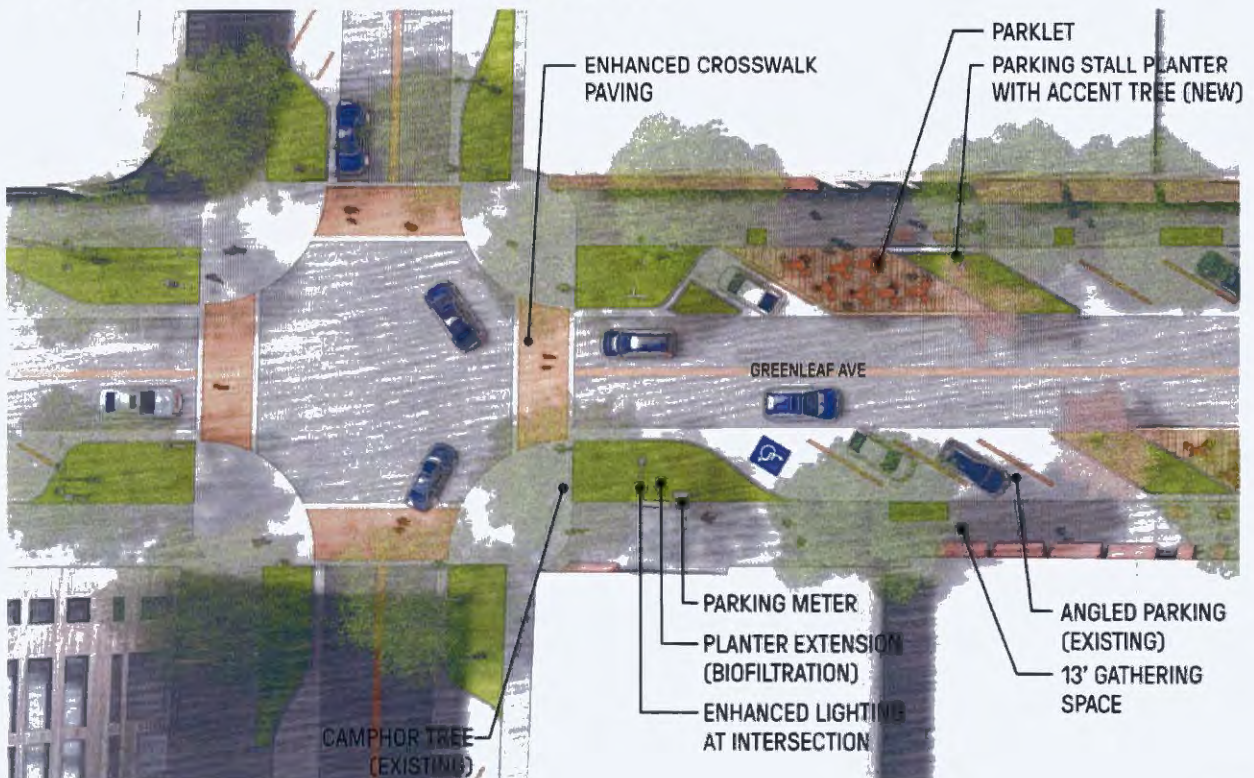
- enhance streetscape with *native planting* and temporary *parklets*
- preserve *half* of the *existing Ficus* trees (on one block)
- maintain existing streetscape infrastructure

100

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Uptown Streetscape Concepts

## 1. Parklets & Planters



101

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# 1. Parklets & Planters

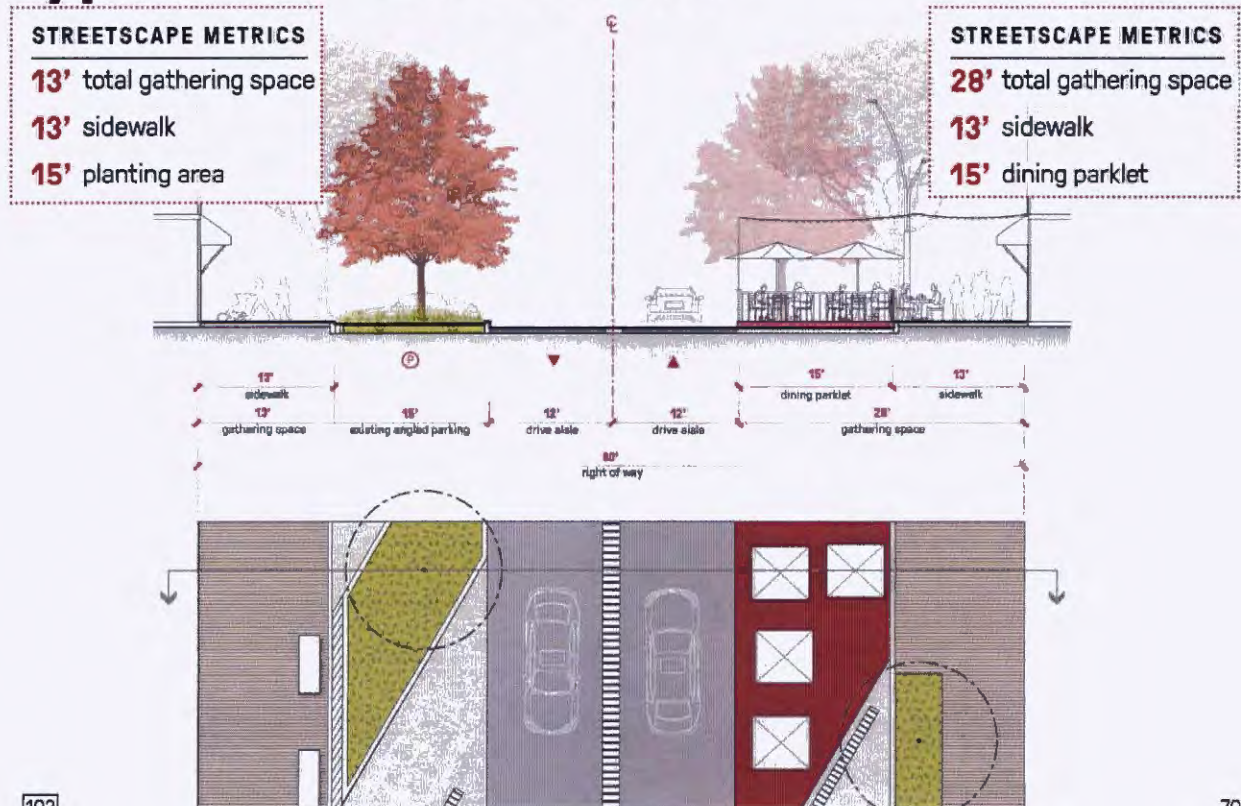
<b>TREES</b>	<b>PLANTING</b>	<b>PARKING</b>	<b>GATHERING SPACE</b>
<b>40 TOTAL TREES</b>	<b>5,750 SF PLANTING</b>	<b>40 TOTAL PARKING (ANGLED)</b>	<b>18,000 SF</b>



100

69

## Typical Street Section



102

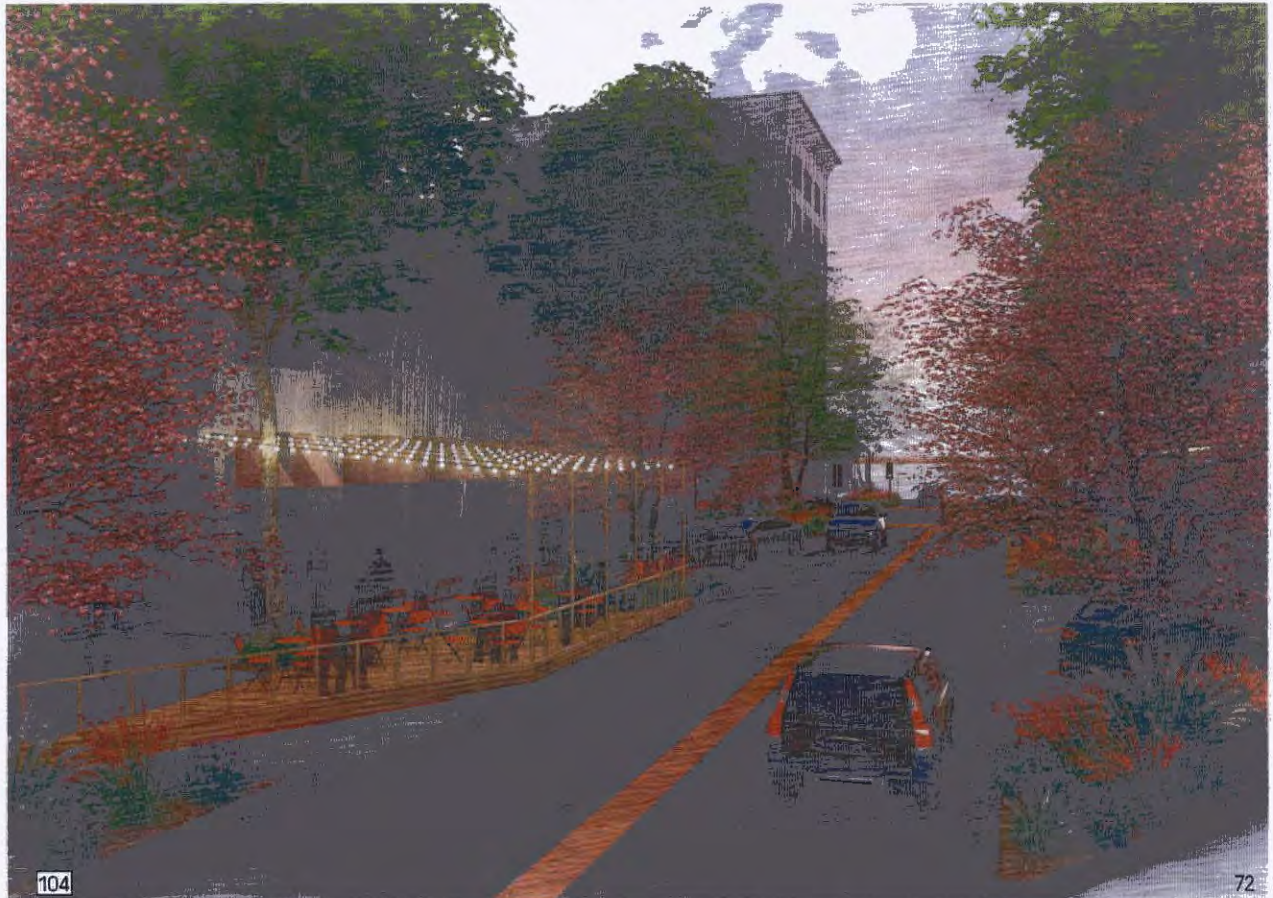
70



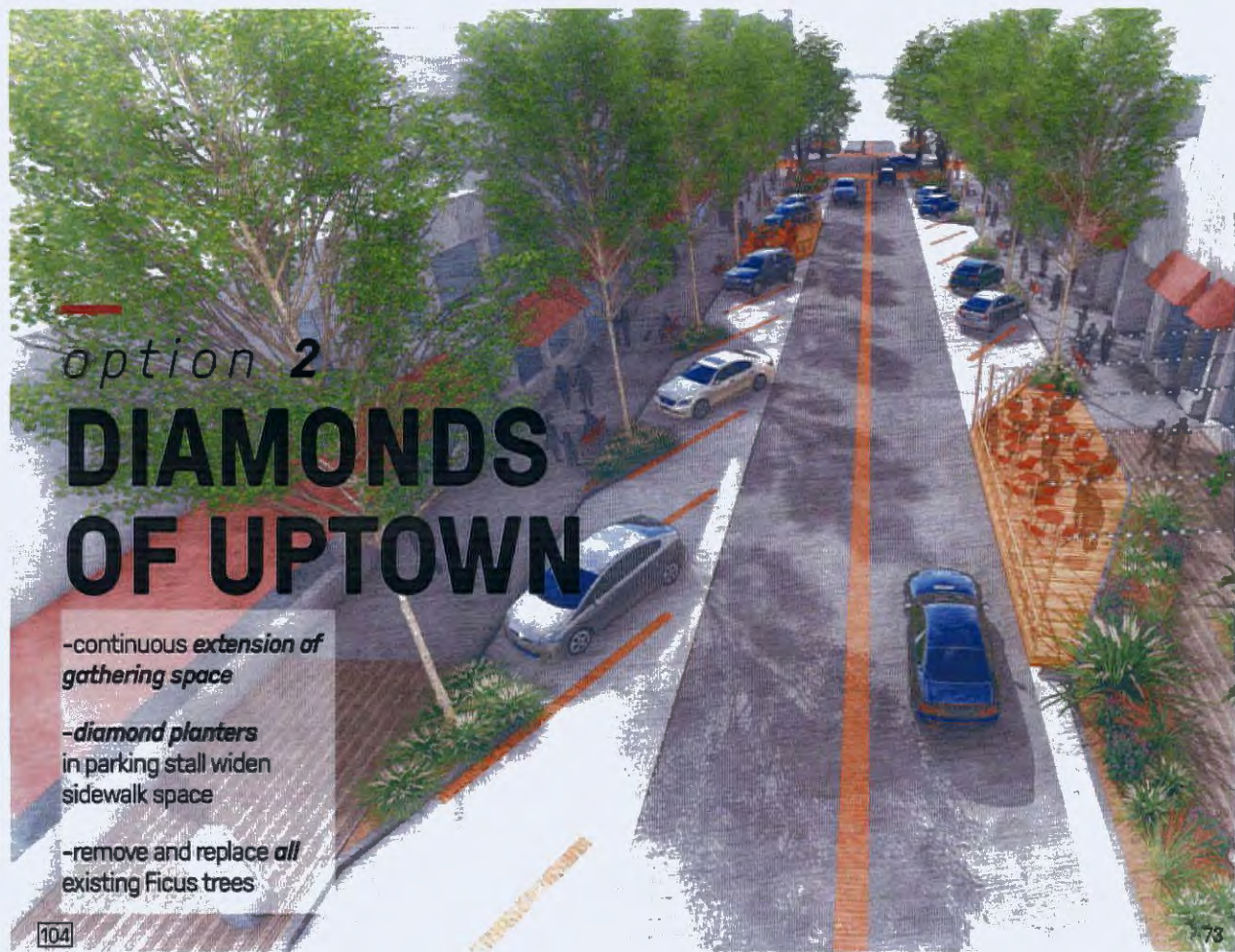
*Uptown Streetscape Concepts - Parklets & Planters*



*Uptown Streetscape Concepts - Parklets & Planters*

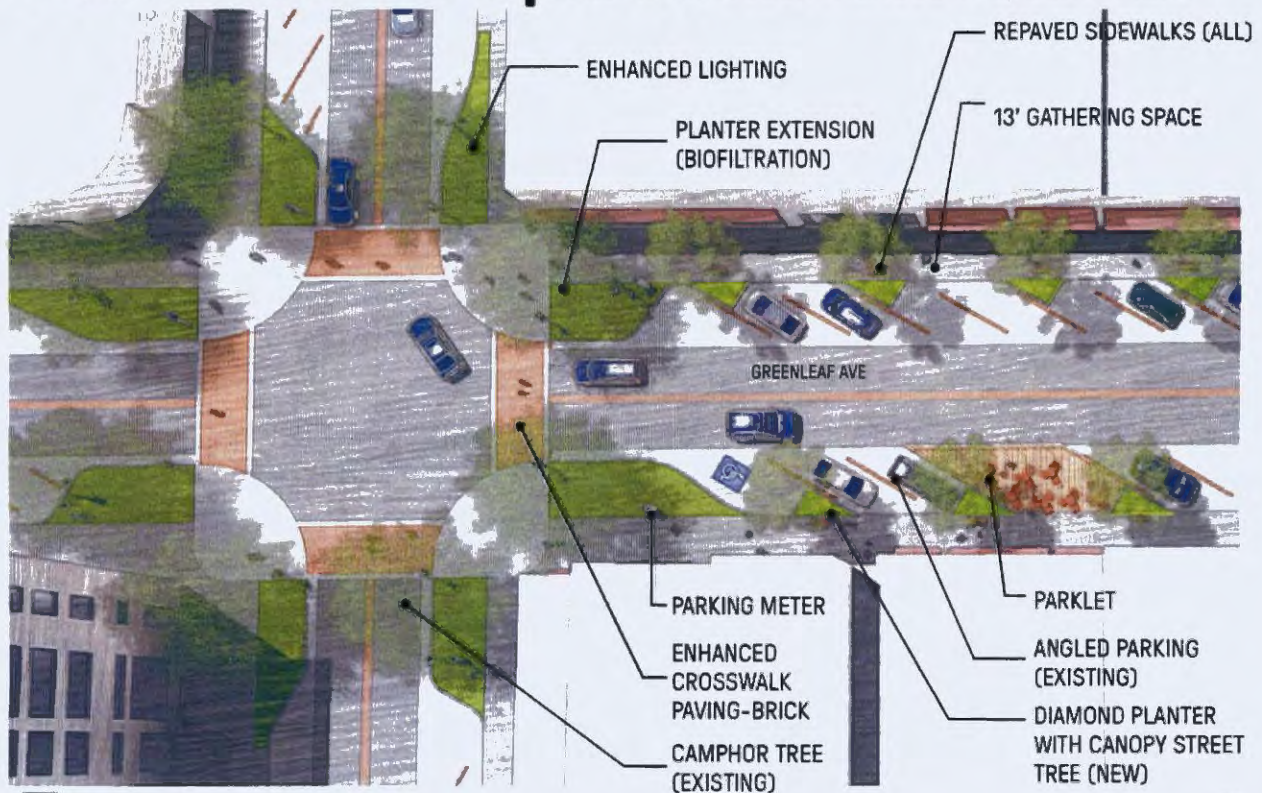






*Uptown Streetscape Concepts*

## 2. Diamonds of Uptown *(recommended in Specific Plan)*





# 2. Diamonds of Uptown *(recommended in Specific Plan)*

<b>TREES</b>	<b>PLANTING</b>	<b>PARKING</b>	<b>GATHERING SPACE</b>
<b>32 TOTAL TREES</b>	<b>6,000 SF PLANTING</b>	<b>48 TOTAL PARKING (ANGLED)</b>	<b>18,300 SF</b>

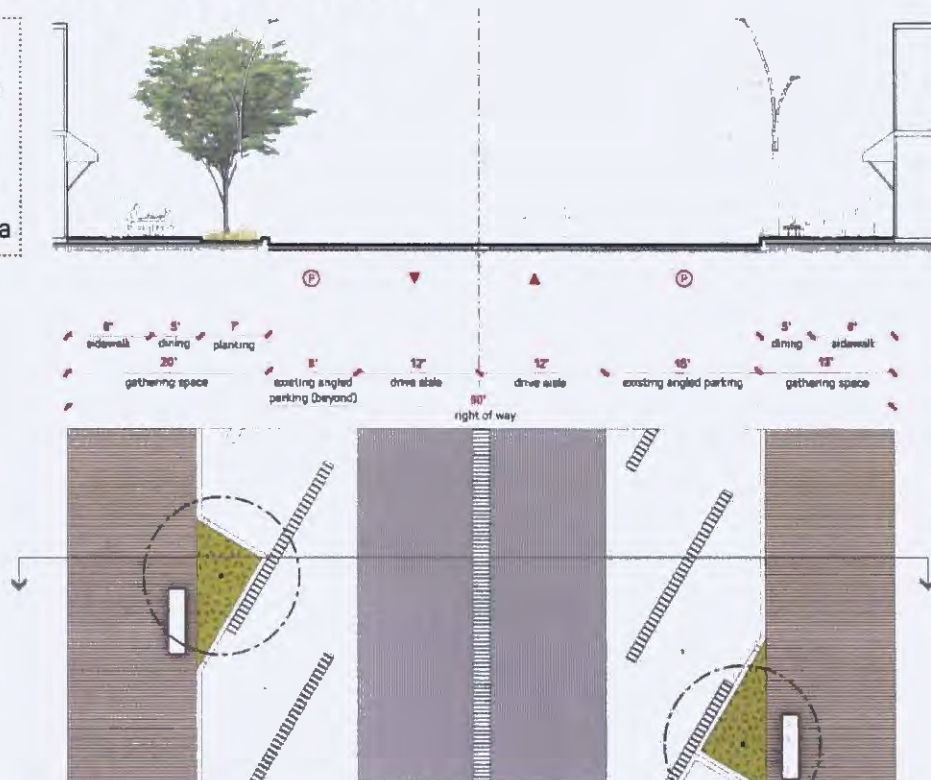


105

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## Typical Street Section

- STREETSCAPE METRICS**
- 20'** total gathering space
  - 8'** sidewalk
  - 5'** dining/amenity area
  - 7'** diamond planting area



106

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*Uptown Streetscape Concepts - Diamonds of Uptown*



77

*Uptown Streetscape Concepts - Diamonds of Uptown*



78



option 3

# GARDENS OF UPTOWN

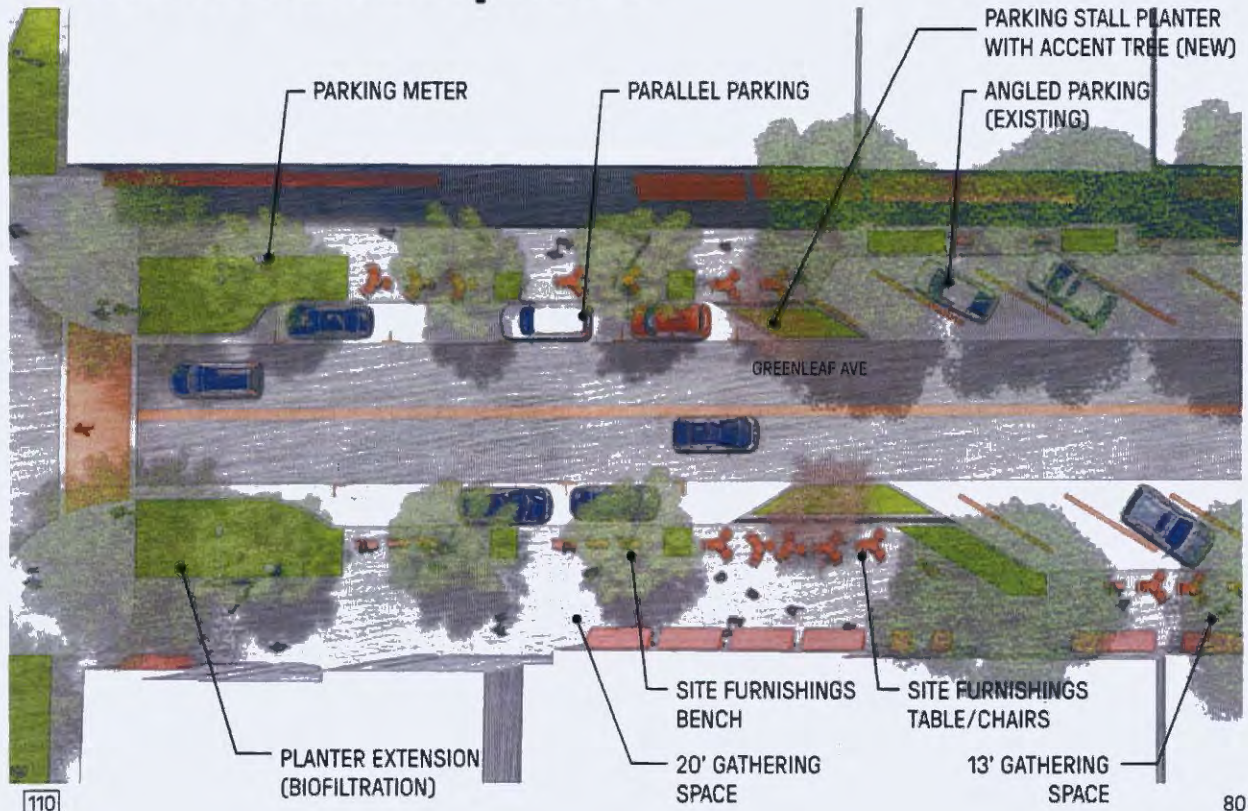
- all about *gardens & gathering spaces*
- focus on *intersections & nodes*
- combination of parallel & angled parking
- preserve* half of the *existing Ficus* trees

108

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Uptown Streetscape Concepts

## 3. Gardens of Uptown



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*Uptown Streetscape Concepts - Gardens of Uptown*



111

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*Uptown Streetscape Concepts - Gardens of Uptown*



112

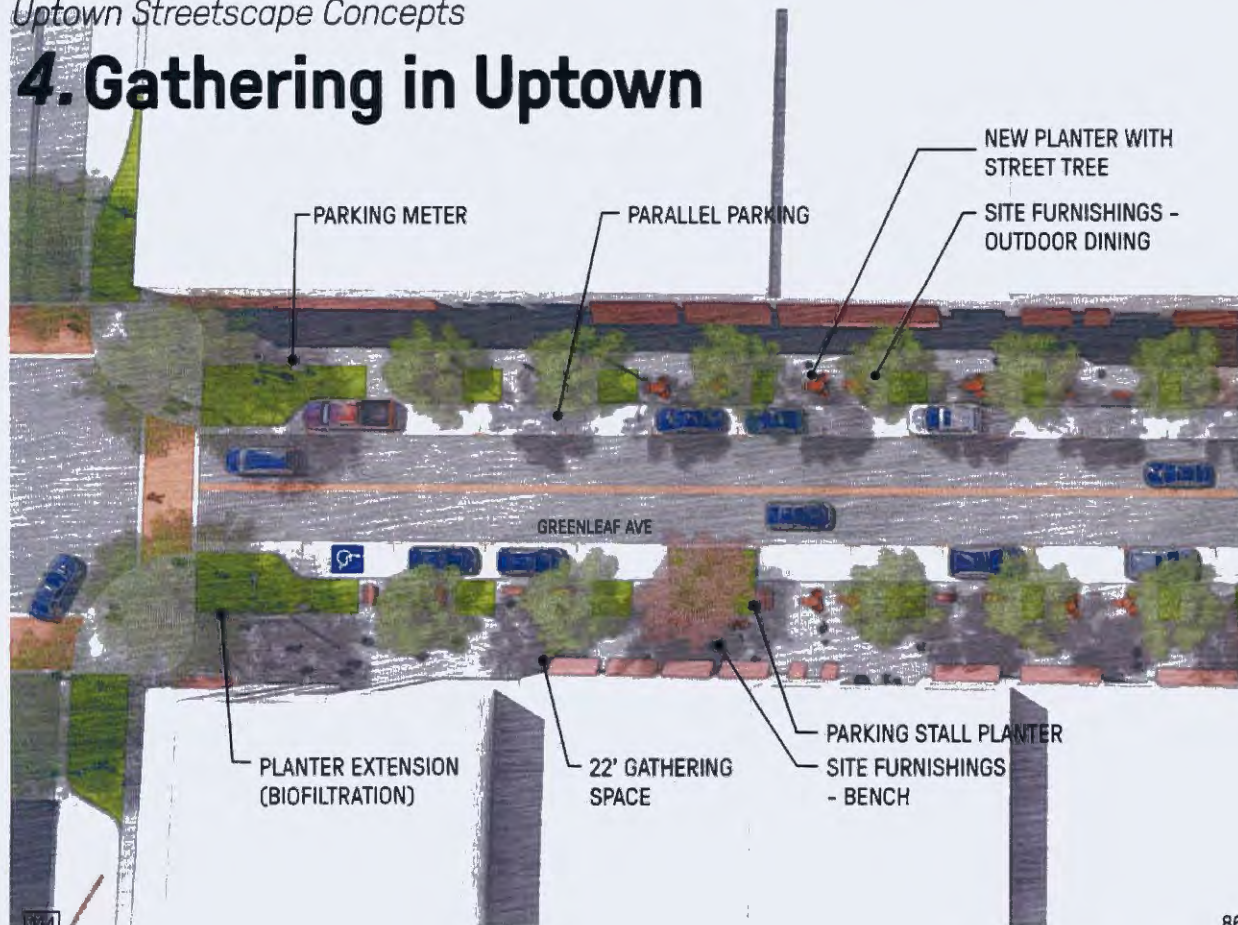
84





*Uptown Streetscape Concepts*

**4. Gathering in Uptown**





# 4. Gathering in Uptown

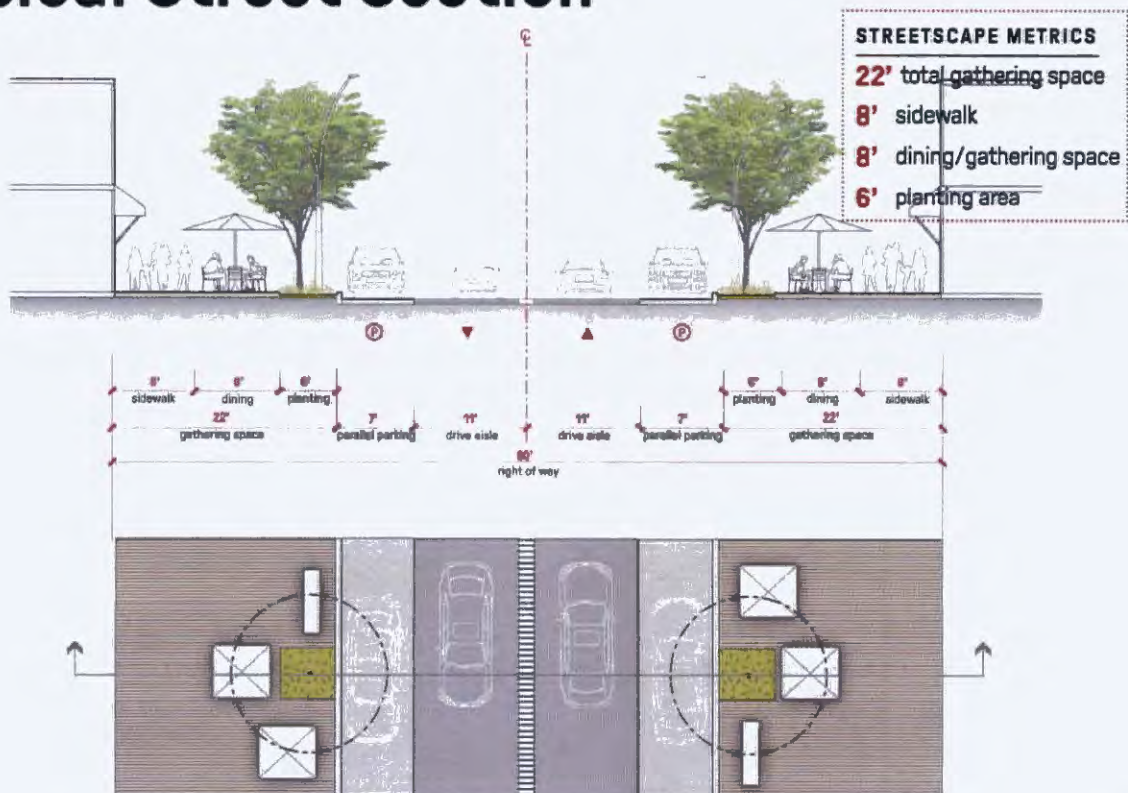
<b>TREES</b>	<b>PLANTING</b>	<b>PARKING</b>	<b>GATHERING SPACE</b>
<b>41 TOTAL TREES</b>	<b>7,100 SF PLANTING</b>	<b>35 TOTAL PARKING</b>	<b>22,000 SF</b>



113

87

## Typical Street Section



115

88



*Uptown Streetscape Concepts - Gathering in Uptown*



*Uptown Streetscape Concepts - Gathering in Uptown*





# Concept Comparison



Results from

# COMMUNITY

# WORKSHOP #3

Wednesday, February 8, 2017

@ Nixon Plaza Building



# Workshop #3: Major Themes

1. PREFERENCE FOR A BOLD STATEMENT
2. STREETS FOR THE PEOPLE LARGER SIDEWALKS
3. MEANINGFUL GATHERING SPACES PERMANENT + TEMPORARY
4. FLEXIBLE FRAMEWORK
5. SUPPORT FOR PARALLEL PARKING
6. FICUS TREE PHASING + DROUGHT TOLERANT PLANTING

118 93

## Activity #1: Build *your* Uptown

**ZONE 1 INTERSECTION**

**PAINTED CROSSWALK**

**\$145,000**

Tree Planting  
Strip Lanes & Markings  
Bike Lanes & Markings  
New Block Signage  
New Block Signage  
New Block Signage

**RICK CROSSWALK**

**\$162,500**

Tree Planting  
Strip Lanes & Markings  
Bike Lanes & Markings  
New Block Signage  
New Block Signage  
New Block Signage

**RICK ALL-BLOCK CROSSWALK**

**\$182,000**

Tree Planting  
Strip Lanes & Markings  
Bike Lanes & Markings  
New Block Signage  
New Block Signage  
New Block Signage

**ALL BLOCK CROSSWALK**

5



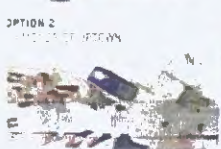
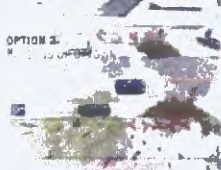
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# Activity #1: Build *your* Uptown

## ZONE 2 STREETSCAPE

<p><b>OPTION 1</b> CENTERS IN UPTOWN</p> 		<p><b>\$187,000</b>                  10 @ \$18,700 EACH                  Parking                  Access                  Street Planning</p>
<p><b>OPTION 2</b> MID-RISE UPTOWN</p> 		<p><b>\$217,000</b>                  10 @ \$21,700 EACH                  Parking                  Access                  Street Planning</p>
<p><b>OPTION 3</b> MIXED UPTOWN</p> 		<p><b>\$95,000</b>                  10 @ \$9,500 EACH                  Parking                  Access                  Street Planning</p>



6

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22

## GARDENS OF UPTOWN



# Activity #1: Build *your* Uptown

## ZONE 3 PARKING PLANTER

<p><b>OPTION 1</b> INDUSTRIAL &amp; PLANTER</p> 		<p><b>\$104,000</b>                  8 @ \$13,000 EACH                  Parking                  Access                  Street Planning</p>
<p><b>OPTION 2</b> DIAMONDS OF UPTOWN</p> 		<p><b>\$44,000</b>                  72 @ \$610 EACH                  Parking                  Access                  Street Planning</p>
<p><b>OPTION 3</b> GARDENS OF UPTOWN</p> 		<p><b>\$20,000</b>                  4 @ \$5,000 EACH                  Parking                  Access                  Street Planning</p>
<p><b>OPTION 4</b> GATHER IN UPTOWN</p> 		<p><b>\$24,000</b>                  2 @ \$12,000 EACH                  Parking                  Access                  Street Planning</p>



10

12

29

35

## GARDENS OF UPTOWN





# Activity #1: Build *your* Uptown

## ZONE 4 MID-BLOCK

<p><b>OPTION 1</b> PARKLET PLANTINGS</p> 		<p><b>\$83,000</b> Remove All Mid-Block Trees New 4' Branching Trees New Sidewalk Planting New Mid-Block Plantings New Tree &amp; Shrub Planting New Site Furnishings</p>
<p><b>OPTION 2</b> RAMBLING TREES</p> 		<p><b>\$88,000</b> Remove All Mid-Block Trees New 4' Branching Trees New Sidewalk Planting New Mid-Block Plantings New Tree &amp; Shrub Planting New Site Furnishings</p>
<p><b>OPTION 3</b> GARDENS OF UPTOWN</p> 		<p><b>\$101,000</b> Remove All Mid-Block Trees New 4' Branching Trees New Sidewalk Planting New Mid-Block Plantings New Tree &amp; Shrub Planting New Site Furnishings</p>
<p><b>OPTION 4</b> GATHERING IN UPTOWN</p> 		<p><b>\$172,000</b> Remove All Mid-Block Trees Remove All Mid-Block Plantings New Sidewalk Planting New Mid-Block Plantings New Tree &amp; Shrub Planting New Site Furnishings</p>



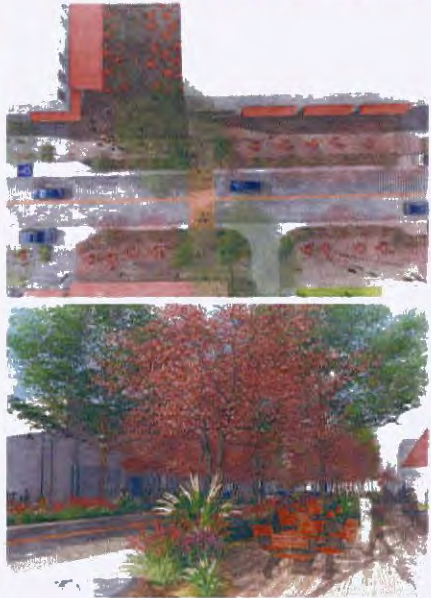
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## GATHERING IN UPTOWN



# Activity #1: Build *your* Uptown

## ZONE 5 PARKLET

<p><b>OPTION 1</b> PARKLET</p> 		<p><b>\$70,000</b> \$40,000 Base Price Market Lighting Wood Decking Cable Fence Site Furnishings</p>
<p><b>OPTION 2</b> DIAMONDS OF UPTOWN</p> 		<p><b>\$70,000</b> \$40,000 Base Price Market Lighting Wood Decking Cable Fence Site Furnishings</p>



17

37

## DIAMONDS OF UPTOWN



## ZONE 6 PARALLEL PARKING

<p><b>OPTION 1</b> GARDENS OF UPTOWN</p> 		<p><b>\$205,000</b> Flux Tree Removal New Tree &amp; Shrub Planting New Sidewalk Planting Site Furnishings 11' Block Parallel Parking</p>
<p><b>OPTION 2</b> GATHERING IN UPTOWN</p> 		<p><b>\$319,000</b> Flux Tree Removal New Tree &amp; Shrub Planting New Sidewalk Planting Site Furnishings 1' Block Parallel Parking</p>



6

35

## GATHERING IN UPTOWN







*your* **UPTOWN**

PEOPLE. PLACES. STREETS.

**THANK YOU!**