



3.0 Revitalization Strategy

- 3.1 Revitalization Objectives
- 3.2 The Strategy for the Corridor

The purpose of this Chapter is to provide coordinated purpose and direction for all subsequent elements of the Specific Plan. This strategy to revitalize the Whittier Boulevard Corridor was developed over the course of the community workshops and refined through the efforts of City staff. The Revitalization Strategy that follows serves as the guide for all subsequent plan concepts.

3.1 *Revitalization Objectives*

Throughout the region, Whittier is known as a “good place to live”. Its location is convenient to major employment centers throughout Los Angeles and Orange Counties. Whittier provides quality City services, contains convenient local shopping, and offers cultural attractions. Because of all these factors, demand for housing in the area is high, and continued population growth in the area will ensure this demand for some time to come (for more detailed information on this demand, please see Appendix C: Economic Market Analysis).

Unfortunately Whittier’s image as a desirable residential community is not conveyed to travelers passing through the City via Whittier Boulevard. Characterless commercial activity sprawls for miles along the Corridor. The neighborhoods that define the character of Whittier for its residents are hidden behind a buffer of apparently low-value retail and service buildings. The strong architectural character, friendly neighborliness, and natural beauty that drew residents to Whittier in the first place are now a well-hidden secret. The neighborhood “jewels”, including historic architecture, beautiful community parks, and views to the Puente Hills, are visible only to those “in the know”. Community residents came together around the notion that all of these elements should be on display as evidence of the quality of the community, as testament to the City and to the citizens that are proud to call Whittier home.

Whittier Boulevard plays several roles in the City. It is its “front door”, the first part of the community that visitors from outside the City will experience. It is the most active thoroughfare within Whittier, the “main drag” where the bulk of the City’s retail, industry and services are located. It serves as its central spine, linking its neighborhoods and districts, civic nodes and open spaces. And it is a connector throughout Los Angeles County, binding Whittier to the region, threading together

adjacent communities, workplaces, and other regional destinations. For better or worse, the image and identity of the Corridor becomes the image of the City of Whittier. Currently that image is indistinct and rather “placeless”, reflecting poorly on the high-quality community hiding behind the Corridor’s frontages. The revitalization strategy targets private and public activities to dramatically improve that identity. The primary Specific Plan objective is that Whittier Boulevard should more accurately and flatteringly represent the unique identity of the City of Whittier.

The central purpose of the Whittier Boulevard Specific Plan is to create a cohesive, comprehensive strategy that addresses each of the Boulevard’s roles, by establishing a policy and design framework that restructures the Boulevard to allow it to once again achieve its physical and economic potential. The primary objective of this strategy is to transform the roadway into a unified Corridor capable of fulfilling its role as a central spine for the City of Whittier, resulting in a worthy first impression of the City.

The actions stated below are intended to guide public and private actions so that they result in a transformed Boulevard that reflects the high quality of the City through the improved architecture and design that lines its edges, and through the public improvements within the right-of-way. The Revitalization Strategy seeks to leverage the high visibility of the Corridor to establish a Heart of the City as the centerpiece of the Corridor, concentrating activities and uses into focused segments along its length. The goal is for Whittier Boulevard to function as a seam, not a divider, knitting together the various neighborhoods of the city and clarifying the convenience of Whittier Boulevard as a City connector. The Strategy intends to use the Corridor’s accessibility and role in the region as a way to attract reinvestment along its length and direct that reinvestment strategically so that it results in the creation of a new Workplace District, a focused shopping core, and a residential boulevard. The primary features of the Revitalization Strategy are summarized in Illustration 11: Revitalization Strategy.

3.2 *The Strategy for the Corridor*

The Specific Plan provides the vehicle to coordinate public and private investment along Whittier Boulevard, ensuring that separate construction projects at a variety of scales provide each other maximum associative value. It coordinates public policy with streetscape improvements and recommended infrastructure to create a comprehensive strategy that addresses both the economic and the physical aspects of the Corridor. The Revitalization Strategy combines mutually-supportive planning and development efforts for each segment of the Corridor. Segment strategies combine to form a single



*Whittier’s neighborhoods
make it a “good place to live”*



Whittier’s “main drag”

strategy for the entire Boulevard. The strategic actions listed below link together the land use & development policies, design recommendations and capital improvements detailed in subsequent chapters.

a. *Showcase the high quality of Whittier from the Boulevard.*



Sunset Boulevard, an example of a corridor that is a “place” within the City

As Whittier’s “front door”, the Boulevard has a lot to offer to investors, including high visibility, a centralized location, and easy access. High quality design that continues the architectural traditions of the City will act as a magnet that can increase the City’s share of the region’s investment and sales can be expanded. New development must be instructed, through Development Standards and Design Guidelines, to draw upon the already strong character and identity of Whittier. Clear and definite direction from the Standards and Guidelines will create good City fabric that exemplifies the strengths of the community. New development must meet the highest standards and reflect the City’s best assets, contributing not only to the “face” of the Boulevard, but to the overall look and feel of City of Whittier.

b. *Reduce the amount of land zoned for retail along the Boulevard.*



The beautiful neighborhoods of Whittier

Like most suburban communities, Whittier has designated most of the land along its arterial for commercial uses. As a result, Whittier Boulevard simply has had too much retail-zoned land. By “pruning back” the amount of land zoned for retail and restaurant uses, the City will stimulate stronger performance within its focused, designated retail areas.

c. *Refocus Boulevard segments toward uses that are in line with current market conditions.*

Reformed land use controls, in combination with appropriate capital improvements, will attract alternate forms of investment to underperforming retail sites. Former retail sites will be seen as an appealing opportunity by investors looking to tap into local markets for housing and offices (please see the Economic Market Analysis performed by KMA, included in Appendix C, for a full description of these markets). As land use policies direct redevelopment of these sites towards a more diverse mix of uses that benefit the community, the segments will be transformed from solely retail development to more focused areas that include pedestrian-oriented retail and higher density neighborhoods.

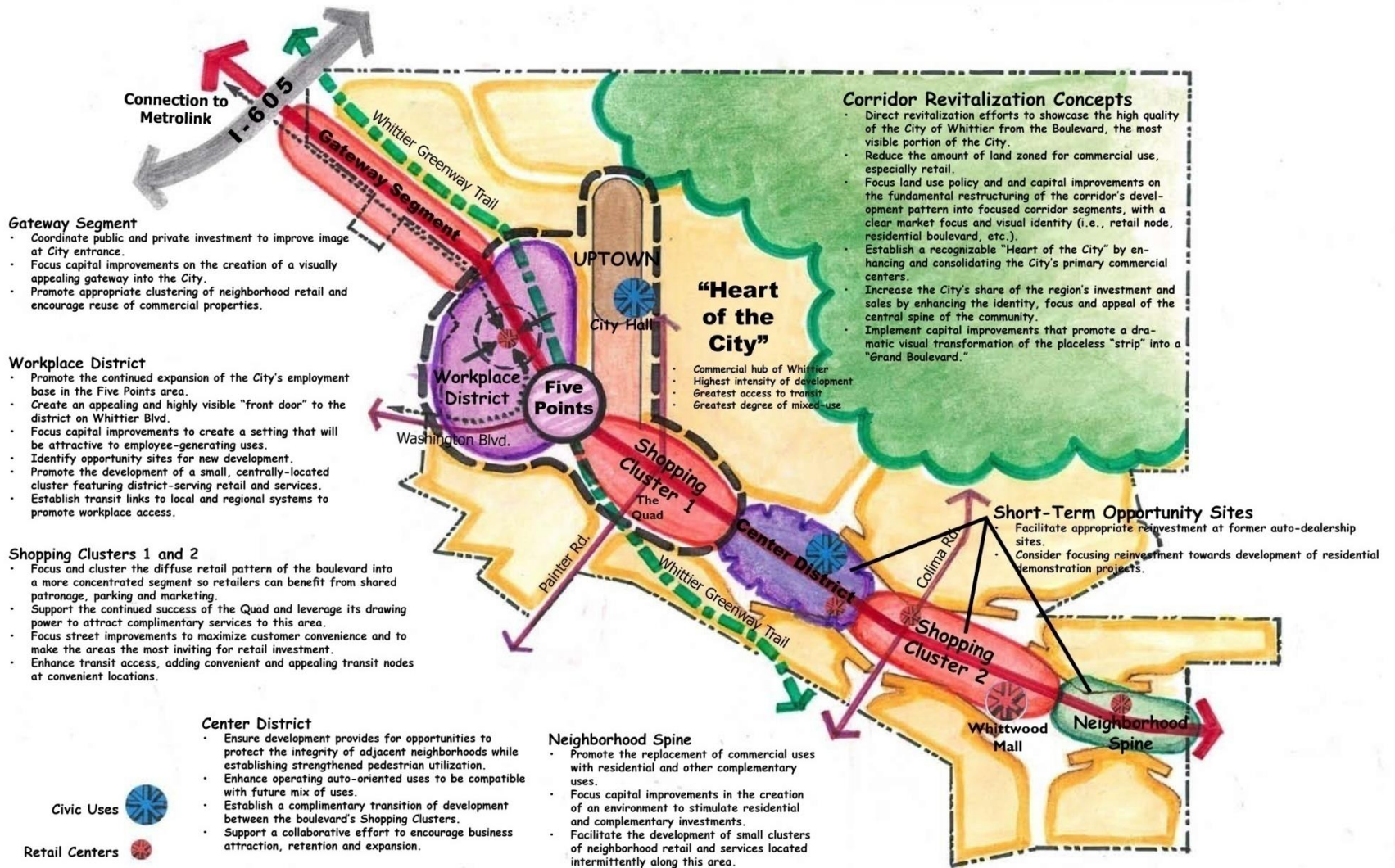


Illustration 11: Revitalization Strategy

d. Restructure the length of the Corridor into a series of distinct segments, each with a clear market focus, compatible land uses, and individual identity.

Currently, Whittier Boulevard possesses a monotonous appearance, containing the same placeless lack of character that makes most suburban strips indistinguishable from one another. Existing (i.e. pre-Specific Plan) zoning perpetuates that pattern. The redevelopment of the Corridor must be planned to reinforce the pattern of districts and neighborhoods that each segment is most naturally a part of. Each individual segment must be identifiable in both use and character; travelers must understand which part of the Corridor they have entered and when they have left. This is very important for establishing an identity for Whittier Boulevard that addresses each of the roles it plays for the City. Within each segment, the Specific Plan will:

- a) Establish Land Use and Development Policies that provide the widest possible spectrum of uses. Existing zoning policies limit development along the Corridor to a narrow spectrum of commercial uses. New policies will expand the possibilities for redevelopment by permitting a broader range of uses that are compatible with current market conditions, and enhance the envisioned identity of each Corridor segment.
- b) Focus the highest intensity of uses at key intersections and nodes. Currently, Whittier Boulevard reads as one constant piece of City fabric. As the Boulevard is restructured into more identifiable (and economically viable) segments, each individual segment must be restructured as well. At the Workplace District and the Shopping Cluster, development should be focused around designated, recognizable retail and service centers. At the Gateway Segment and the Neighborhood Spine, neighborhood-serving retail areas will serve as defined nodes for intensity, holding a mix of uses including convenience retail at the ground floors and residential and office uses above. It is at these central intersections and nodes that density will be highest, transit stops are located, and vitality will be at its peak. The Center District will provide opportunity for more compact residential development combined with a complementary mix of retail, entertainment and service uses. These uses will be developed within existing and new buildings that will accommodate both automobile access and pedestrian connections.

c) Focus design efforts on the creation of a “sense of place” within each segment. Design efforts must result in the creation of places along Whittier Boulevard that people feel comfortable in, want to experience, and enjoy returning to. The City should work with Caltrans to initiate street improvements where possible along the Boulevard, in order to create a street environment that is attractive to new investment. Walkways, street furniture, landscaping, building architecture and signage must be coordinated to contribute to the purpose and market that the segment is directed towards, and to be reflective of the City as a whole.

e. *Contribute to the emergence of a “Heart of the City” area that brings together the primary civic, workplace and retail activities of the City.*

The Five Points area already houses a concentration of employers, from manufacturing to office uses. Destination retail uses are located nearby, including the Quad and the locally oriented retailers of the City’s Uptown district. And Whittier’s civic heart, including City Hall, is located adjacent to the area as well. As the community promotes the development of primary opportunity sites in the Five Points area, development must be organized to create a synergy of commercial activity, with a mix of uses, a high degree of intensity, and good access to transit. Retail, restaurant, entertainment, service and public spaces must be coordinated- to create a functional and symbolic Heart of the City. As the “lynchpin” tying together the City’s workplace, retail and civic destinations, the Five Points destination must be redesigned to visually mark the City’s center.



The “Heart of the City”

a) Reconstruct the Five Points intersection to express its role as the center of Whittier. Design Guidelines and Capital Improvements must work hand-in-hand to create a powerful visual message at Five Points. The streetscape along Whittier Boulevard must culminate in a singular statement at Five Points that brings together the workplace, retail and civic components of the Heart of the City



Continue the strong architectural traditions of the City

b) Ensure clear and visible links to historic Uptown and the City’s civic center. Gateway “markers” as described by the Design Guidelines and Capital Improvements concepts should be located at Greenleaf’s intersection with Whittier Boulevard, directing travelers toward Uptown and the Civic Center, and linking Whittier Boulevard’s activity to that within the interior of the City.

f. *Work with Caltrans to implement Capital Improvements that have the power to transform the Corridor into a "Grand Boulevard" that showcases the best qualities of the City.*



A "grand boulevard" with a mix of uses



New housing along the boulevard

An improved visual experience hinges upon a coordinated streetscape that reflects the unity of the City, yet supports the different needs of the varying uses along its length, providing a multiplicity of experiences as the Boulevard traveler moves from segment to segment. The revitalized streetscape must be designed with the uses and character of each specific segment in mind, with plentiful parking for retail areas, pedestrian access between uses, and shady street trees and landscape buffers at residential areas. Priority must be placed on creating a scale that is comfortable for pedestrians along its edges, with a comfortable public pathway provided for pedestrians along the entire length of Whittier Boulevard. New development must provide a variety of publicly accessible spaces for sitting and gathering, and pedestrian amenities like street furniture must be incorporated into high-activity areas. This streetscape is required to be provided by investors as development occurs along the Boulevard; however, the City should take the lead where possible in initiating these improvements to the public streetscape, by advancing street improvements as recommended in the Implementation Program of this document. Non-standard street improvements should be approved by Caltrans as part of the Department's Context Sensitive Solutions Program (see Appendix D: Caltrans Director's Policy – Context Sensitive Solutions).

g. *Increase housing opportunities along Whittier Boulevard.*

Residential Development is crucial to Corridor revitalization in two fundamental ways. First, it is the basic component that will reduce the amount of land available along the Corridor for retail, restaurant and entertainment uses. Necessary clustering of such activity-generating uses in more limited segments of the Corridor essentially frees up long segments of the Corridor for alternative use. Thus, the pent-up demand for housing offers the only viable alternative for many parcels to capture proper value in today's marketplace. Second, given the evolution of the market-focus of the Corridor from the more regional focus (before the construction of the regional freeway system) to a more local focus, more housing will provide a large local audience to support the revitalized Shopping Cluster. Currently, City zoning does not even allow housing along most of the Corridor, and the few existing residential pockets that remain are isolated along a stagnant commercial strip. Specific Plan

policies must serve to promote residential uses where appropriate, complemented by high quality lodging, and compatibly designed office development.

- a) Explore the development of new housing types that fit within the community's vision for the Corridor, including second-story residential located above other uses, and direct investor attention toward the market demand evidenced in Whittier, including products for young families and for the elderly (for more detailed information on this demand, please see KMA's Economic Market Analysis, included as Appendix C).
- b) Establish housing demonstration projects at a few strategically targeted locations, and spur developer interest in residential development along the Boulevard by assisting the conversion of sites vacated by relocated auto dealerships and at the Whittwood Mall to residential use.

h. Increase transit options along Whittier Boulevard.

Alternatives to driving are not plentiful in the City, and current bus service is not extensive enough to make it a viable option for everyday use. This places further limitations on the size of its population that might be attracted to work, shop or invest along the Corridor. The City needs to improve local services, and consider collaboration with adjacent regional systems to provide comprehensive connections to the region, with links to nearby light rail and rapid bus systems.

- a) Utilize the Whittier Greenway Trail as an alternative to motorized travel. With proper connections, the trail can serve as a commuter route, with connections to the new Workplace District and to other job centers in and outside of the City. By emphasizing the route's connections to other bike systems in the region, the proposed trail can serve not only recreational users, but residents who work in adjacent communities.
- b) Improve the frequency and extent of bus service along the Corridor. Transit stops should be increased along the Boulevard, especially at activity nodes (i.e. retail core). Lines should be added or extended to cover the Five Points area, which is not presently served by transit.



Make Whittier Boulevard a better place for walking



Establish a multi-modal station at a central point along the Boulevard

c) Explore the pursuit of a multi-modal transit station at the Five Points intersection and/or the Whittier Boulevard/Painter intersection, to coordinate access between services offered by the City of Whittier, the MTA, and Montebello Bus Lines. Montebello Bus Lines, who will likely be the major provider of services at these points, would estimate needing parking for 8 buses, restrooms for bus operators, and passenger waiting/boarding area, and recommends including “real time” schedule announcements. While Foothill Transit and the Orange County Transit Authority currently do not travel in the Five Points intersection or Whittier Boulevard/Painter areas because these locations are too far east of their base of operations, links and connections to their routes must be encouraged.

d) Establish a commuter shuttle from activity points in the City and on the Corridor to the Metrolink station at Norwalk Center. In particular, connecting the City’s primary employment center to the regional transit system will likely enhance its attractiveness to investors in office, medical, and other employment uses.

i. Increase public open space opportunities along Whittier Boulevard.



Increase open space opportunities along the Boulevard

Prime land must be set aside for parks, squares, plazas or civic buildings. These open spaces should be central, in order to provide amenity to the greatest number of Whittier’s citizens.

a) Begin with the Whittier Greenway. Pursue the completion of the Whittier Greenway Trail as a linear public space, serving the entire community of Whittier. The City should establish access to the greenway at focal points along the Corridor, and develop pocket parks at key locations along its length.

b) Provide civic spaces along the Corridor, in the form of urban parks and plazas at activity nodes long the Corridor. Recommended spaces along the Boulevard include a central open space along the public front of the new Workplace District, a public gathering space at the hub of the retail core, and green spaces that serve new residential development.

c) Require new development to include the provision of open space and facilities that are open to the public, as a condition of their development.

3.1 Revitalization Strategy by District

- 3.1.1 Gateway Segment
- 3.1.2 Workplace District
- 3.1.3 Shopping Clusters
- 3.1.4 Center District
- 3.1.5 Neighborhood Spine

3.1.1 Gateway Segment

For most travelers, their first introduction to the City of Whittier is via Whittier Boulevard's northwestern segment. It serves as the entrance to the City for travelers coming from Interstate 605 or locations to the west of Whittier. This area features concentrations of small-scale commercial and service activities as well as residential neighborhoods both along and immediately adjacent to Whittier Boulevard. It has buildings containing a mix of uses, and they are designed across a range of quality, but by and large the overall impression of this first piece of Whittier is inconsistent. Older buildings with cacophonous signage clutter up the streetscape, while shallow parcel sizes restrict the potential for redevelopment. Its current appearance is not appropriate to its role as the entrance to the City.



Buildings create a poor impression at entrance of the City

Land Use and Development Policies for the Gateway Segment are targeted on creating a beautified and revitalized Corridor sequence culminating in a grand entrance to the City. Travelers exiting from Interstate 605 or continuing from Pico Rivera will be greeted by a gateway feature that announces their entrance into the westernmost part of the City. A central median with staggered palm trees will lead travelers down the Boulevard toward the Heart of the City. Along the sides of the roadway, landscape improvements will buffer more private uses from the traffic of the roadway, and open up to allow visibility to more public ones. Building and façade improvements will upgrade the face of the Corridor. New development in this segment will provide transition from existing strip commercial to uses more compatible with the residential areas already bordering the Corridor housing and low-density office uses. Remaining retail will be concentrated into clusters, geared to serve the adjacent neighborhoods.



Redesign the street to provide a dramatic entrance off I-605

*Note: The vision for the Gateway Segment has been developed as an inclusive strategy for all of the areas fronting Whittier Boulevard from the city boundary near Interstate 605 at Redman Avenue east along the Boulevard to Philadelphia Street. It is hoped that all new development in the area will work towards the realization of this overall vision. However, while the policies contained in this Specific Plan are certainly appropriate for all of the parcels that fall within the Gateway Segment, they only

apply to those parcels included in the Plan Area (i.e. generally located north of Whittier Boulevard and east of Dorland Place, as shown on Illustration 12: Corridor Plan Areas - Gateway Segment). While development proposals for any sites within the Gateway Segment are encouraged to be compatible with the strategy contained in this Specific Plan, and are encouraged to review the Development Standards and the Design Guidelines developed for the Plan Area, those properties outside the Plan Area or under County jurisdiction are not bound by the policies contained within this Plan.

a. Plan Area Revitalization Strategy



Promote non-commercial uses along this segment

The Revitalization Strategy aims to coordinate public and private investment to improve the image of the Boulevard at the City’s entrance by encouraging its transformation. The principles listed below derive from the Revitalization Strategy objectives developed from community workshops, working roundtables and City staff input to create an action plan for the basis for the Development Standards and Capital Improvement concepts that follow. Buildings located in the Gateway Segment should follow the Design Guidelines for the Neighborhood Spine.

1. **Redesign the streetscape to provide a dramatic arrival experience.** City efforts will focus improvements in the Plan Area on the impression given to the traveler as one moves toward the City of Whittier, to create a visually appealing gateway into Whittier. Starting at the City’s western entrance from the freeway, a coordinated streetscape, with street trees & landscaping, will enhance the drama of the entrance to the City. Improvements along sections currently under County jurisdiction, north of Glengarry Avenue, are intended to support privately-oriented development such as residential and office, with buffered sidewalks and landscape screening. Improvements from Glengarry to Philadelphia Street, most of which are under City jurisdiction, are intended to support more publicly accessible development, providing on-street parking, wider side-walks, and clearer views to buildings.



Prohibit pole-mounted signs

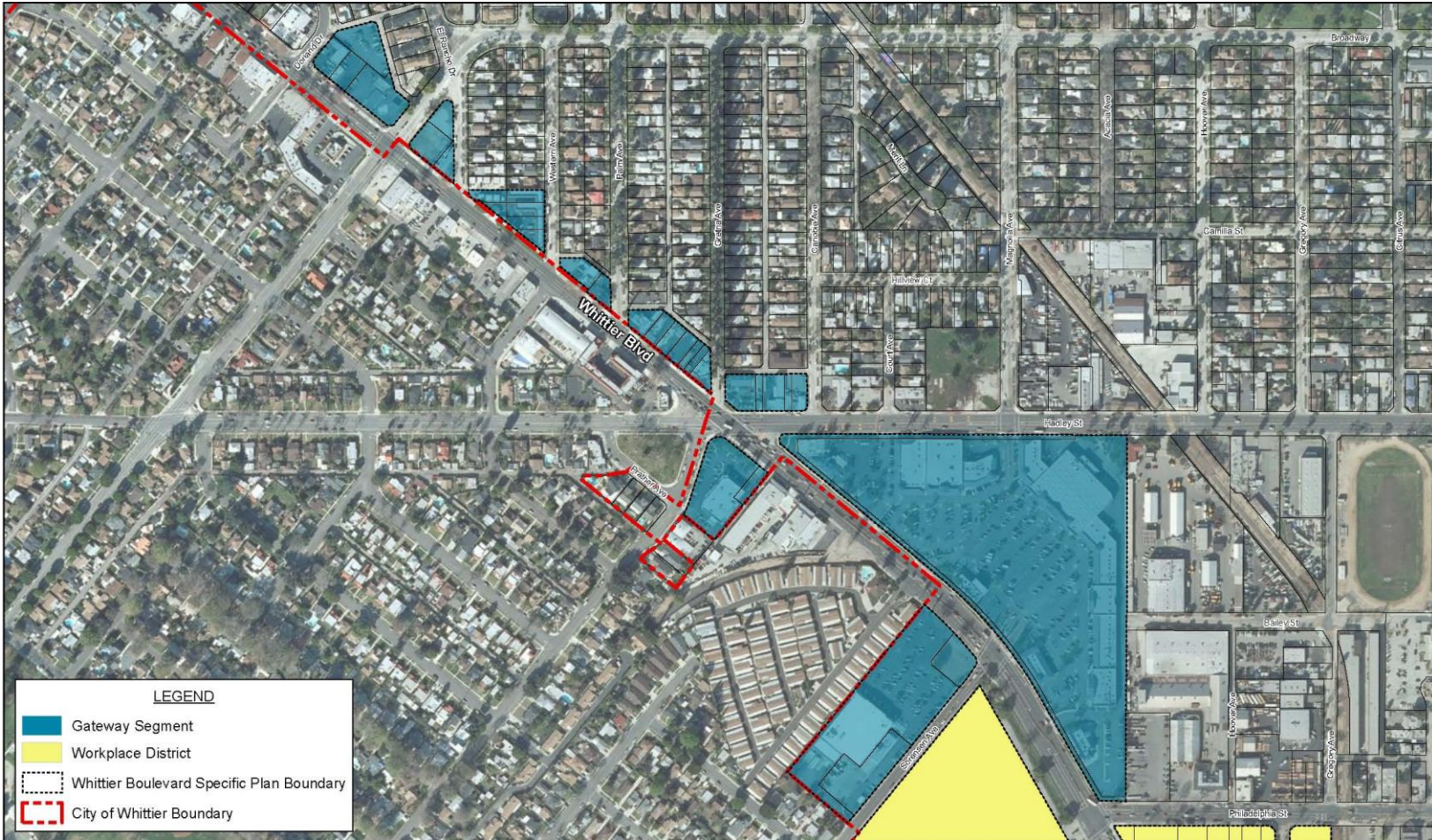


Illustration 12: Corridor Plan Areas-Gateway Segment

2. **Encourage retail activity to cluster at neighborhood-serving nodes.** Provide on-street parking in these areas only. Retail will be clustered into focused nodes that serve their adjacent neighborhoods, and commercial activity will be limited to convenience uses such as grocery and drug stores.
3. **Promote the redevelopment of commercial uses along this segment.** Previous policies allowed only general commercial development; parcels in this Plan Area will be rezoned to accommodate non-retail uses that fit better with the residential neighborhoods immediately adjacent to the Corridor. Low value and strip development will gradually be replaced by uses that are complementary to the residential development that dominates this part of the City, such as housing, office, civic and cultural uses and recreational activities. Construction of low and medium density housing is particularly encouraged, and should be constructed as an extension of existing residential fabric.
4. **Scale, density and height treatments must be appropriate to the character of the larger neighborhood of which this segment is a part.** Although this is a “gateway” experience for motorists, it is also a part of a neighborhood that is largely residential, relatively low in density, and most certainly not a part of the commercial hub of the City. As such, buildings will be restricted in scale, to be compatible with the small-scale neighborhood character already in place in the western part of the City. Signage regulations will exclude pole-mounted signs, and prohibit off-site advertising, such as billboards. Development will be required to have frontage landscaping along Whittier Boulevard, buffering residential uses from the traffic of the roadway and beautifying the streetscape. Renovation and repair of existing facades will be encouraged, and new buildings will be required to adhere to high design standards

3.1.2 Workplace District

Workplace uses are scattered throughout the City in Uptown, along Greenleaf, and along Whittier Boulevard. This relatively diffuse pattern of employment facilities combines with the lack of identifiable character of the frontage of the Five Points area, to create the impression of little in the way of employment in the City. In fact, however, the Five Points area contains the largest concentration of employees in Whittier, and represents the City's best opportunity to expand their workforce, and to call attention to its presence as a vital City district.

A New Kind of Workplace: Present-day workplaces are designed to an outdated model. The suburban business park is usually designed as a detached precinct located well away from the center of the City, separate from residential neighborhoods and local retail activity. This model is the result of early zoning policies structured for the industrial development of the early 20th century, which were often dirty, unsightly, and unsafe neighbors to residential neighborhoods. However, these concerns are largely irrelevant in today's modern workplace. Environmental regulations and greener industrial practices have made headway in all aspects of industrial production. Modern manufacturing practices utilize a mix of activities, from design to production to retail sales. Most significantly, industrial uses continue to be replaced by office and medical uses as the dominant office workplace type. All of these changes mean that the new workplace makes a much more compatible neighbor to other uses.

Today's technological advances mean that the bulk of the workplace is focused on the creation and transfer of quality services and information, thriving on access to a strong community with local amenities and an educated workforce. New workplaces are most attracted to places that provide their employees with a "vital center", containing services, shops, and meeting places. They respond to appealing physical settings, with distinctive architecture and outdoor amenities. These requirements represent an opportunity for the City of Whittier to use its own natural advantages a strong community, accessible central location, and beautiful setting - to attract the types of workplaces that will contribute to the City.

A Job Center for the City: The area west of the Five Points Intersection is currently underutilized, particularly given its high-profile location. Many of the buildings are unattractive and several are vacant, and most sites are occupied by light industrial and manufacturing uses. Land values in the City are rising beyond the rates that can be paid to these types of users. The industrial concentration that exists at Five Points has been transitioning towards higher-value uses, such as medical offices, employee training, and general office use. The Plan seeks to capitalize



Existing workplaces in the Workplace District



Industrial uses in the Workplace District

on and promote this transition by putting in place policies and capital improvements that are supportive of medical and general office uses, while continuing to support existing industrial uses.

The Land Use and Development policies for the Workplace District are intended to guide new investment toward the delivery of a highly visible job center for the City, in a desirable setting for offices, businesses and employees. The policies direct the creation of a central green space that fronts Whittier Boulevard as an inviting “welcome mat” for the District. The District is designed to be an attractive place for workers to spend their day, with open spaces and tree-lined streets. Policies direct new buildings to maintain a noticeable presence on Whittier Boulevard. Minimum parcel frontages and minimum height requirements promote more efficient land use, as well as street front activity. Convenience retail and services are enabled to be located right in the district, to provide an activity center for people working in the District. The Workplace District Plan Concept, shown on Illustration 14 and Illustration 15, shows one example of how the Workplace Center could develop and change over time according to these policies.

a. Plan Area Revitalization Strategy



Attractive buildings and a network of open space

The Revitalization Strategy aims to coordinate public and private investment, so that incremental additions of new buildings, site treatments and capital improvements result in an enhanced Workplace District that will increase the City’s employment base, enhance its economy and add to its urban fabric, by attracting quality development that works to build a strong job center. The principles listed below expand upon the City’s goals for this part of the City, including more jobs, more income, and higher quality development.

1. **Focus land use policies to promote office development.** Previous zoning policies established the area for manufacturing uses, restricting its use by other workplace uses that are more employee-intensive. In order to provide more jobs for the community, by opening up land to uses that require more employees per square foot, the City should not only allow, but encourage, a broader range of workplace uses in this District.



Illustration 13: Corridor Plan Areas-Workplace District



Illustration 13A: Workplace District Residential Overlay Subarea

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- Promote the expansion of the City's employment base by attracting new types of office uses. The land area west of Five Points provides a compelling workplace location, because it is easily accessible, centrally located and highly visible. New types of office development could be attracted to the area by a strong marketing campaign that makes clear the benefits the City has to offer. By creating an active, attractive, convenient environment for corporate development, and by offering incentives to employment-generating uses, the City can improve its appeal as an office location.
- Use existing employers as an anchor for new, similar uses. The health services employment sector, including uses like medical offices, clinics and dental services, already has a strong presence in the City, and is projected to exhibit moderate growth within the County and the City. The two major hospitals within the City limits, as well as an existing segment of health service support activities within the District, are assets that can be leveraged to facilitate the transition of underutilized District properties toward higher value medical and professional office uses.

2. **Establish the area as an appealing location for workplace uses by providing a "vital center" with a broad range of shops, services, and amenities to make the area more attractive to the most employees.** Actions essential to improving the District's identity and attractiveness to investors include the following:



Create a green "front door" to the Workplace District

- Establish a central green gathering space along Whittier Boulevard. This wide, beautifully landscaped green, planned to fall alongside Whittier Boulevard to create a parkway setting, provides the perfect introduction to the District. This will not only enhance the District's visibility from the street, but will add to its allure as a place passersby might want to enter.



A district retail cluster

- Promote the development of a compact cluster of District-serving shops and services. Retail and service uses should be restricted to a single cluster of activity, directed at fulfilling the needs of workers and businesses within the district. Policies to limit the amount of retail in the district direct investment towards a central area that is accessible from all parts of the district, providing its employees with a convenient center where they can get meals, take care of day-to-day needs, and find office support services. A captive

daytime audience is provided by Workplace employees, and there is strong potential to serve nearby residential neighborhoods throughout the evening and the weekends.

3. **Establish a walkable scale throughout the District, with expanded pedestrian amenities.** A good workplace environment offers its workers the option of not having to use their cars throughout the day. Employees should be able to move around on foot within the district, to walk to lunch or to run errands throughout the day. Elements of the district like small, walkable blocks, compact development, and generous sidewalks lined with shade trees all contribute to an enhanced pedestrian environment throughout the district. The network of streets provided throughout the district, and the fine grain of development built within it, encourage workers within the district to walk from destination to destination, rather than driving.
4. **Encourage the development of housing within and adjacent to the District.** The availability of nearby housing strongly positions employers to attract and retain quality employees. In addition, district residents bring life to the area during traditional working and non-working hours. Housing brings the added benefit of round-the-clock activity to ensure the district is a successful and safe place. Areas that permit residential uses have been identified in the Workplace District Residential Overlay Subarea, as shown in Illustration 13A. The overlay includes a set of regulations that is applied to property within the overlay area in addition to the requirements of the underlying or base area. This overlay area provides the best opportunities for residential development that complement and not conflict with the District's primary goal as an employment center.
5. **Provide accessible open space throughout the District.** A variety of usable open space is a key component of the district, ranging from symbolic central plazas and parks, to places where workers can enjoy their lunch or just spend a few quiet moments outside. These spaces are specified to be well-distributed and accessible to all, improving the workplace quality of life for employees throughout the District. Required open spaces include the Whittier Greenway, a multi-use trail to be developed along the former Southern Pacific railroad right-of-way; a park or green to be located on the north side of Whittier Boulevard allowing public access to the Whittier Greenway; and a plaza/park space to be sited at the center of the Retail Cluster. Other publicly accessible open spaces will be required to be provided as a part of all new office and residential development.

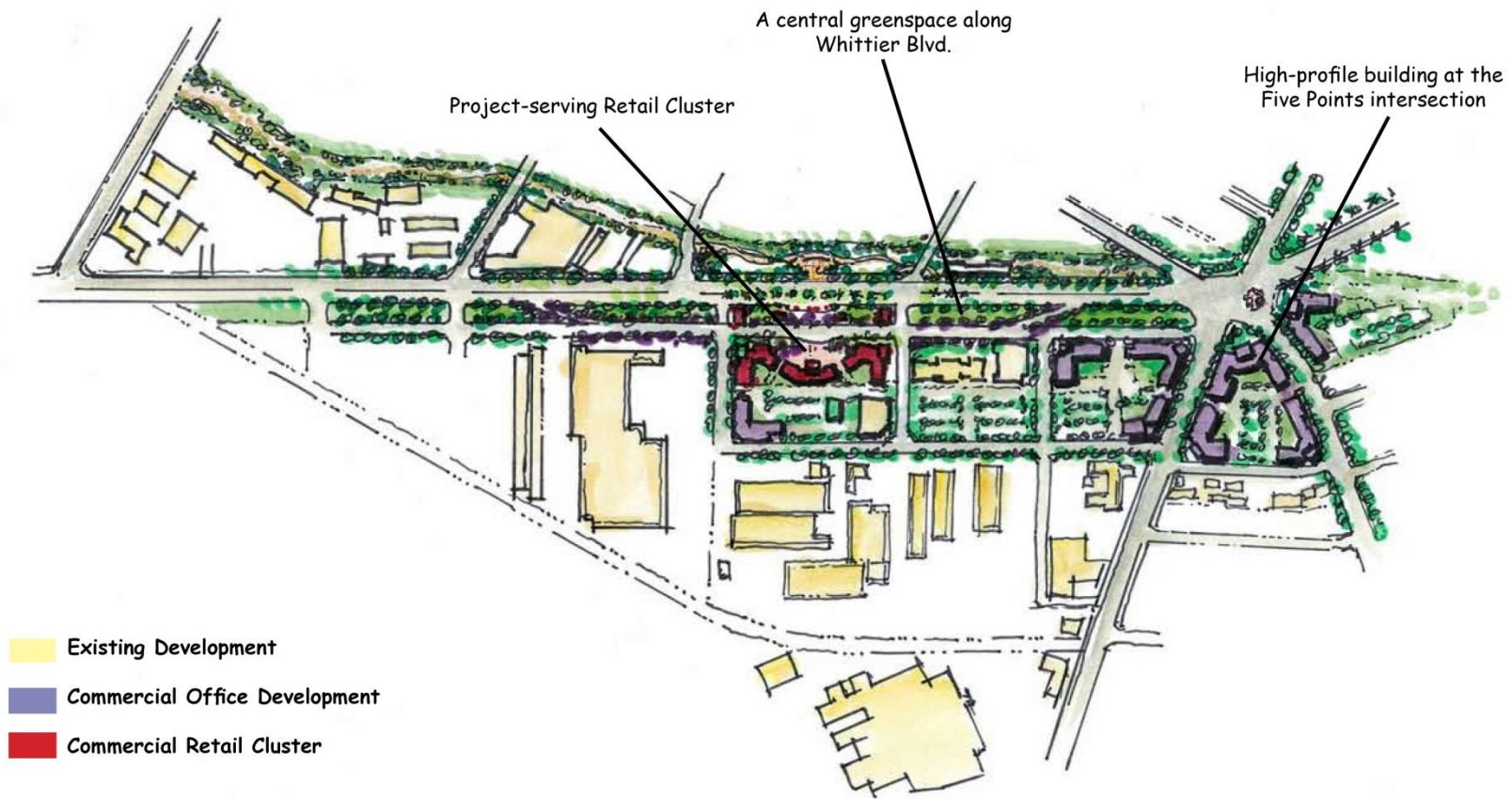


Illustration 14: Conceptual Workplace District-Infill Development Phase 1

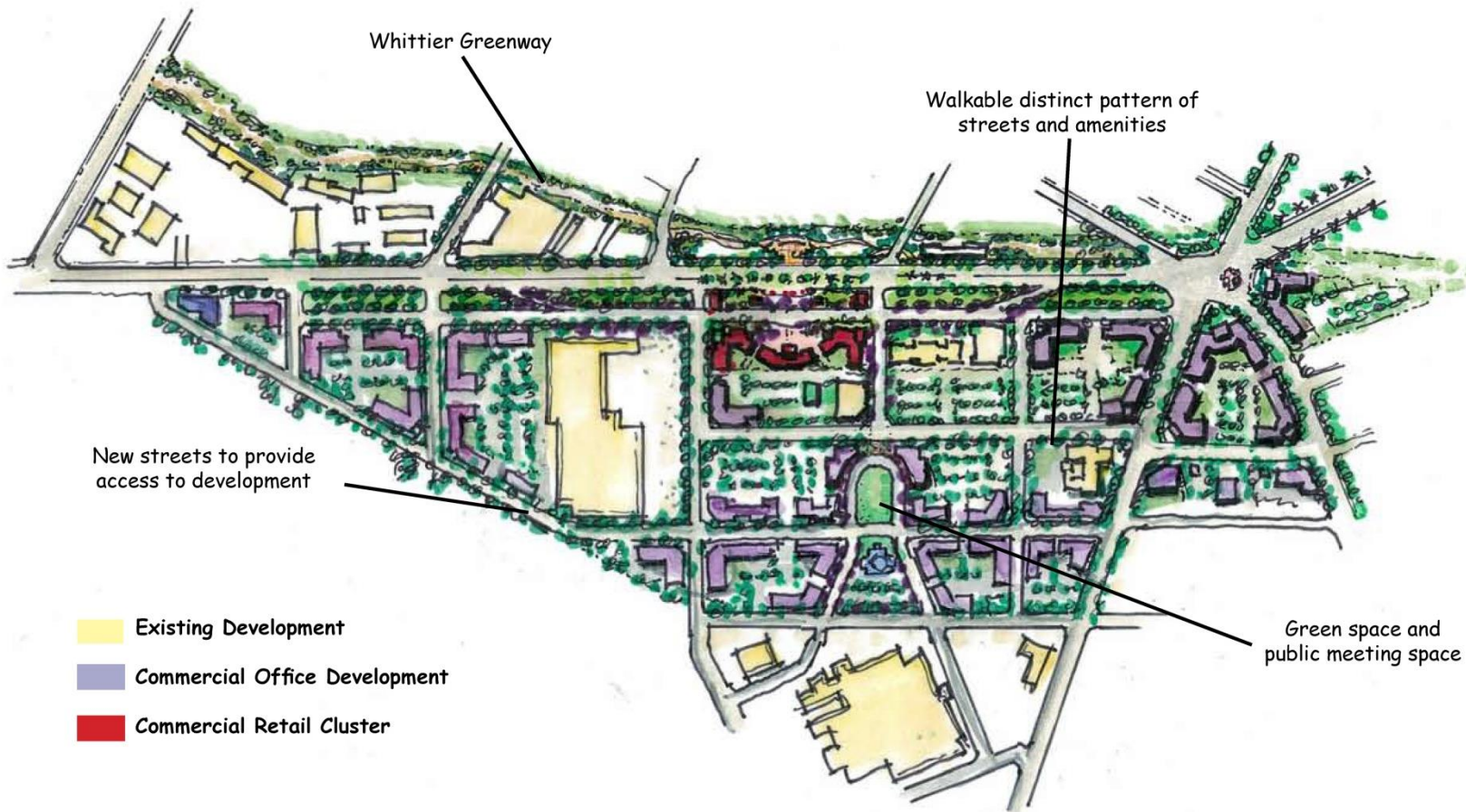


Illustration 15: Conceptual Workplace District-Infill Development Phase 2

6. **Identify candidate opportunity sites in the Five Points area for near-term investment.** For example, the sites anchoring the Five Points Intersection are underutilized, given their potential at such a high-profile location, and there are several vacant properties along Whittier Boulevard. These could be targeted as initial sites for infill development, to begin the revitalization of the area. Additional development could be phased in as the uses on other sites change or move.

7. **Promote connections to the district from within the City and throughout the county.** The City can enhance the accessibility of the area (and therefore its attractiveness as a workplace) by:



New jobs in the City's Workplace District

- Increasing transit service. Five Points must be well-served by transit in order to develop to its full potential. Local bus service must be expanded to cover this area. The MetroRapid bus line connects to downtown Los Angeles along Whittier Boulevard, extending to Garfield Avenue in Montebello; The City could enter into communications with MTA to extend this route as far as Five Points or even further into the City. The Riverside and Orange County Metrolink lines run close to Whittier; connections from Five Points to these nearby stations, via shuttle or commuter bus, should be facilitated.

- The future potential for MTA rail service is acknowledged. As discussions at the regional level are in the exploratory stages, the City of Whittier understands the potential opportunities/challenges with the potential location of a rail station in or adjacent to the Workplace District. It may be necessary for the Whittier Boulevard Specific Plan to be re-evaluated once regional-level planning issues are further refined.



Increase transit to and through the District

- Providing convenient vehicular access to the area. Access to and through the district is key to its success. New streets shall provide access to new development and ensure the walkability of the district, through minimum block dimensions and required sidewalks with amenities. The Five Points crossroads is reorganized as a roundabout to facilitate quick and easy movement through the intersection. The side access road fronting the Workplace District serves visitors to the District, relieving Whittier Boulevard from local traffic.

- Improve access into the District along its western edge by transforming the former railroad right-of-way into a new connector street. The existing rail right-of-way is aligned to provide an appropriate route from Whittier Boulevard to the Workplace Core. This new street serves the dual purpose of serving new development in the District as well as providing an alternate route from Whittier Boulevard to Washington Boulevard.
- Facilitate connections to the proposed Whittier Greenway. The City has completed the conversion of the abandoned Union Pacific railroad to an operating multi-use trail that is a part of a network of other regional bike paths. If connections are facilitated across Whittier Boulevard, making the crossing both clean and safe, this route can offer an alternative method of commuting to the site.

8. **Establish the Five Points Intersection as the functional and symbolic “lynchpin” connecting and calling attention to the three pieces of the “Heart of the City: Uptown, the Workplace District, and Shopping Cluster I (see next Section).** The crossroads of several important roads and a key entryway into the City from the south, Five Points has the potential to serve as a high-profile landmark location for the City. In concert with efforts to reorganize traffic through the intersection, a landmark feature should be developed, one that marks the energy and the activity associated with the City and its new Job Center.



Establish the “Heart of the City,” centered at Five Points

3.1.3 Shopping Clusters



Whittier Boulevard at Painter Avenue



The Quad at Whittier Boulevard

Commercial activity on Whittier Boulevard is spread out in a diffuse, stop-and-start pattern along its entire seven-mile length. Properties along the Corridor are zoned for retail use almost without exception, tempting retail to invest anywhere along the arterial where property was available. Economic data suggests that Whittier has much more land zoned for retail uses than it can possibly support. Because of the haphazard proliferation of retail on the Corridor, existing stores are faced with intense local competition. And due to newer, regionally-oriented retail that has developed in adjacent communities alongside southern California's freeways, Whittier's stores are faced with even stronger competition from these more accessible, highly visible power centers at major freeway interchanges. Due to both these local and regional factors, establishments in the City do considerably less sales per permit than surrounding cities. As a result, the market for retail, restaurant, and entertainment uses has been spread much too thin. Many retail uses on the Corridor are single uses, or strips of a few small tenants located on less than one acre of land. These sites are scattered at some distance from each other along Whittier Boulevard, which prevents individual uses from benefiting from synergy with adjacent retail establishments.

This Specific Plan directs retail investment into a more concentrated cluster, in order to provide a single retail destination to attract shoppers from the Whittier community and throughout the region. The best retail that Whittier has to offer will be located in this focused segment of the Corridor, where stores are located within close proximity to one another so that retail tenants can share customers and parking. Shoppers will be able to come to a single location, and move between stores with ease, increasing the patronage of all stores located within the cluster. The cluster will be promoted by the City as "the Place to Shop on the Boulevard", and the establishments located in the cluster will benefit from its identity as a retail destination, with shared patronage, parking and marketing.

The Shopping Cluster Plan Area is located along Whittier Boulevard from the Five Points Intersection to Laurel Avenue. The Quad, at the intersection of Whittier Boulevard and Painter Road, provides a natural focal point for the City's Shopping Cluster. Shops and stores adjacent to the Quad are generally performing well, and nearby sites offer locations for additional retail.

The Shopping Cluster will have plenty of on-street parking for immediate access. Capital improvements intended for this segment will be focused on creating an environment particularly suited to a shopping experience, and are designed to provide an exciting visual character to motorists and a much more comfortable and attractive environment for pedestrians. Buildings of high-quality will line the street, with entrances opening onto the sidewalk and window displays providing an engaging shopping experience. The proximity between stores will encourage walking: amenities like special paving, street furniture and bulb-outs at intersections will enhance the experience of lingering on the street. Redevelopment in the Shopping Cluster will follow good principles of urban design: infill retail must face toward the street, entrances must be positioned to front on the sidewalk, and pedestrian connections between businesses should be clear and visible. Site organization should balance access by both cars and pedestrians, and parking should be to the sides and rear of buildings. These principles are shown on Illustration 18: Shopping Clusters - Site Planning Principles. Illustration 19: Shopping Cluster I – Concept Development Plan shows one example of how Shopping Cluster I could be developed, using existing buildings and infill development, to create a focal point for retail activity.

a. Plan Area Revitalization Strategy

The Revitalization Strategy for the Shopping Cluster aims to coordinate public and private investment create a community-focused shopping core for the City, by restricting retail development to a more limited segment of the Boulevard. The principles listed below will improve the City's retail sector, setting the stage for higher sales, more convenience, and a better shopping experience. They provide the basis for the Development Standards, Design Guidelines and Capital Improvements that follow.



Existing retail near the Quad

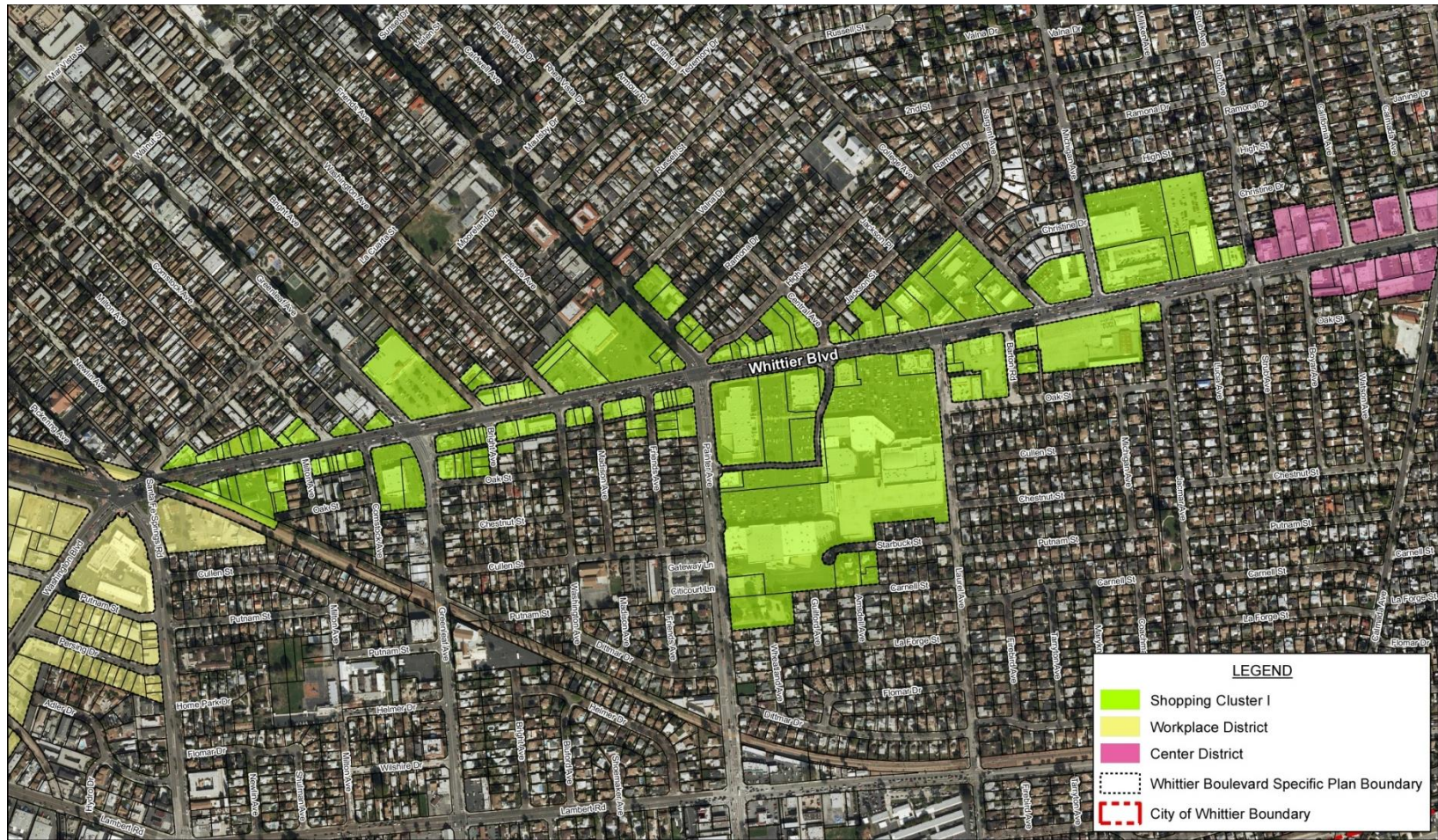


Illustration 16: Corridor Plan Areas- Shopping Cluster 1

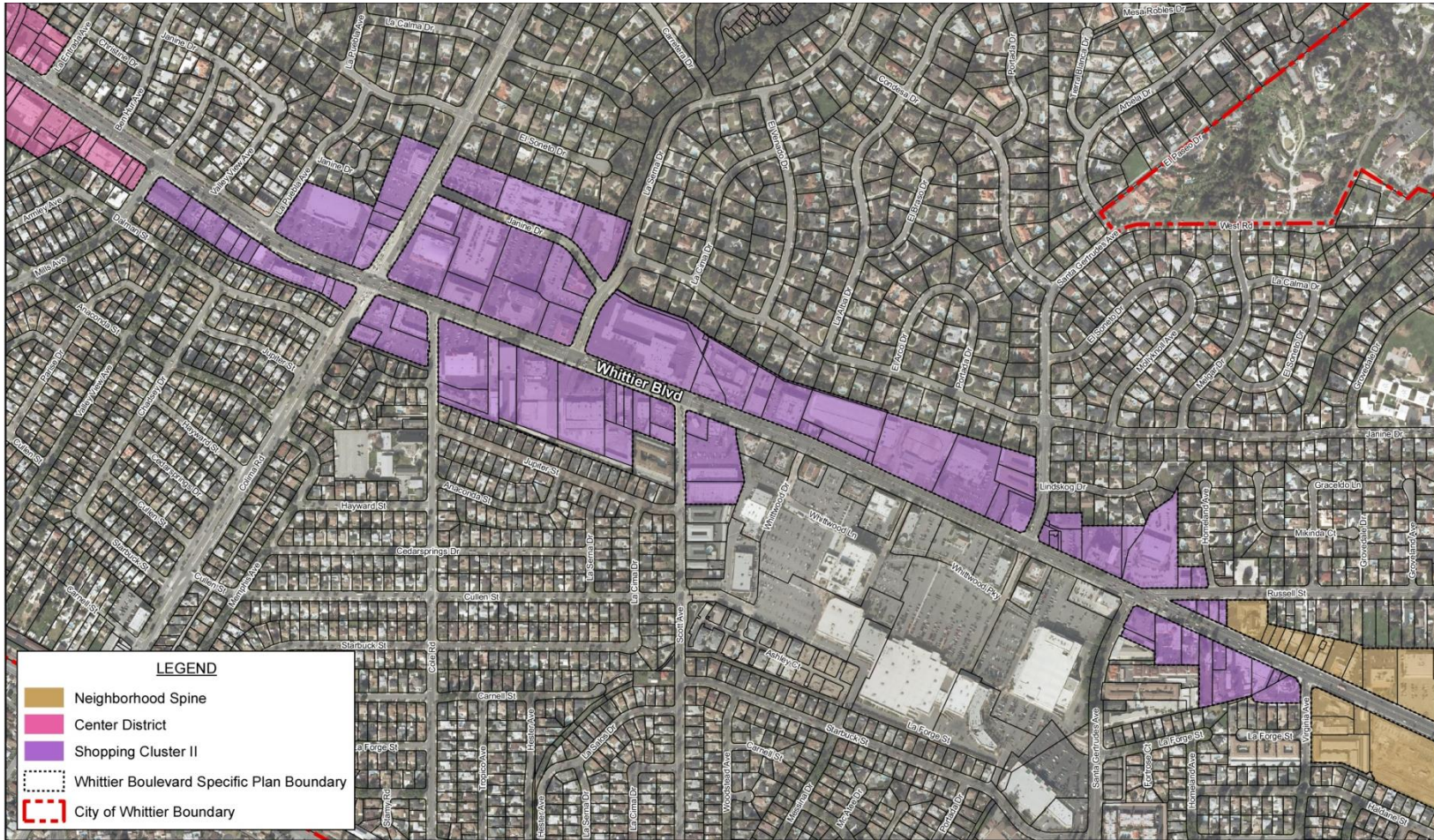


Illustration 17: Corridor Plan Areas- Shopping Cluster 2

1. **Facilitate the transition of strip retail to a “hybrid” form of retail that compounds the convenience of the strip with the pedestrian amenity of Main Street-type retail and the visual appeal of a “grand boulevard”.** This “hybrid” development type should provide a pleasant pedestrian environment and an engaging shopping experience while capitalizing on the high-visibility location of the Corridor. Hybrid development should combine elements of the convenience of strip retail (accessible parking, visibility from the roadway, etc) with the pedestrian amenities of traditional “Main Street” retail (walkability, alluring storefronts, and lively window displays). Plan policies direct development to be oriented toward the street, with parking lots located to the side and rear of buildings. A minimum of 25 percent of the building is required to be built towards the sidewalk, with at least one primary entrance opening directly onto Whittier Boulevard. Building entrances are required to be highly visible and accessible by the pedestrian, with walkways connecting entries to the public sidewalk.

2. **Reserve ground-floor uses for activity generating uses, such as retail and restaurants, entertainment facilities, and other frequently patronized establishments and services.** The Urban Land Institute notes that most suburban communities overzone their arterial roadways for too much retail, resulting in shopping strips that sprawl outward even as central sites become vacant and older retail centers deteriorate. Whittier is no exception: almost the entire Whittier Boulevard Corridor had been zoned for commercial use, and the City’s land use policies encourage more retail than it can support. By “pruning back” the amount of land zoned for retail, the City can stimulate growth in its commercial core and improve the quality of its shopping, while creating opportunities for reinvestment on marginal retail properties elsewhere along the Corridor.



Ground-floor activity generating uses

3. **Identify and assemble opportunity sites to catalyze the creation of a vibrant shopping center at the Cluster.** Sites along the Whittier Boulevard are constrained by small parcel size. Because most of the parcels along the Boulevard are already developed, there are not a lot of vacant sites available for new development, particularly in the area around The Quad. Because of the limited amount and scattered nature of available land, and the high cost of assembly, it will be easier for retail developers to go elsewhere where development has fewer obstacles. To overcome these obstacles, the City will need to use public actions to facilitate private redevelopment. In many cases, parcels may need to be assembled to create sites large enough for substantial retail redevelopment. In cases where

contiguous sites are owned by multiple parties, the City can facilitate redevelopment by assembling the various ownerships into a marketable site. Other necessary City actions may involve the relocation of existing low-value uses and structures, clearing and improvement of the site, and modified street patterns or utility access.

4. **Use the Quad as an anchor to attract new retail activities and to encourage re-location of existing businesses to the district.**

The original Quad was one of the first regional malls developed in southern California, and its recent redevelopment has continued the properties role as a retail destination. In order to make the most of the Quad and its activity, new development and/or public improvements should be focused on enhancing visual and pedestrian connections between Whittier Boulevard and the setback portions of the Quad. One way to accomplish this would be to create a terraced plaza down to Quad shops; another is the addition of some streetfront retail opening at sidewalk level.



The Quad can be an anchor for new retail development

5. **Maximize customer convenience and access by providing:**

- A comfortable pedestrian environment that is pleasant to walk along, ensuring safe and convenient connections across the street, adequate places for pausing and sitting, and a lively street edge for window shopping.
- Plentiful on-street and shared parking. Curbside parking will provide convenient, immediately visible parking spots for short-term shopping. Shared parking lots, located throughout the district to serve several adjacent businesses, will allow for longer-term visitors to park in one location and walk from store to store.
- Regular left-turn access into retail locations. Potential customers should be lured with convenience, such as easy car access, ample parking spaces, and bus services that connect to different areas of the City. All businesses and their associated vehicle entrances should be easily accessible from Whittier Boulevard.
- Increased transit access. As a part of efforts throughout the Heart of the City area, increased access should be provided to the Shopping Cluster from all parts of the City. It is recommended that a central transit node, perhaps even a multi-modal transit center, be sited at some location near the intersection of Painter and Whittier Boulevard.



New retail should provide a good pedestrian realm

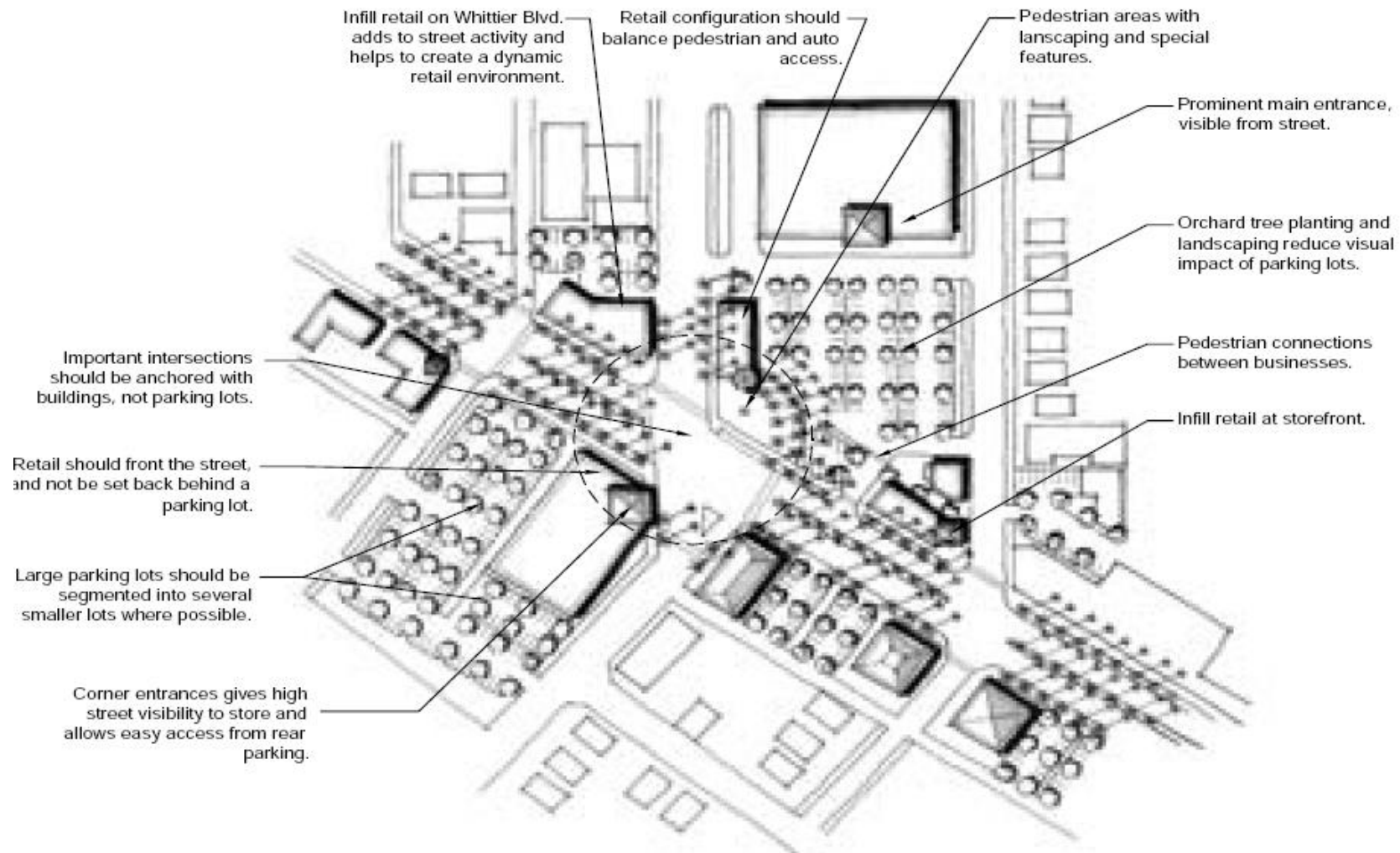


Illustration 18: Shopping Clusters- Site Planning Principles



Illustration 19: Shopping Cluster 1- Concept Development Plan



Illustration 20: Shopping Clusters Perspective

6. **Create an appealing environment which will attract and support high quality retail.** Today's consumers seek out interesting, exciting shopping settings. An inviting atmosphere will not only bring people into the district, but keep them there longer. The Shopping Cluster on the Boulevard should be more than a collection of stores; it should be an experience. The shopping it offers should span a range of merchants, including the types of upscale retail desired by this community, and include restaurant and entertainment uses as well. Atmosphere will be a key factor to its success, and every aspect of its design should contribute to its image as a premier shopping, dining and entertainment center for the City. Architecture should be distinguished and memorable, with a vibrant mix of buildings that fit within Whittier's architectural traditions. Sidewalks should be generous and inviting to pedestrians, curbside parking should be plentiful, and palm trees will provide a grand street impression while providing clear views to retail storefronts. Landscaped open spaces should be scattered throughout the district, with pocket plazas to provide places to linger in between shopping, high quality street furniture to provide places for people to pause and enjoy their surroundings, and character lighting that contributes to the Cluster's overall ambiance.

7. **Transition from typical pole signs to emphasize a combination of dramatic architecture and striking signage that is mounted to the building.** Signage is an important part of retail on the Boulevard; with the high-visibility location of the Corridor, it is necessary to that the signage give prominence and identity to retail establishments on Whittier Boulevard, and contribute to the overall aesthetic of the Boulevard, rather than detract from it. To promote a coordinated and appealing streetscape for the district, signage should be considered part of the overall project, sited at key locations near the entrance to the retail and visible from the road. Pole-mounted and freestanding sign will be phased out; large-scale signage is instead directed towards the creation of signage as part of the building. Signs should be incorporated into building towers or façade elements; examples include grand towers that give identity to a store, and building-mounted signs that are designed as an integral part of the building architecture.



Use building architecture as signage, instead of pole signs

3.1.4 Center District



Whittier's Center District



Dealerships along Whittier Boulevard

Whittier Boulevard is home to a broad range of commercial uses, from general retail to larger-scale commercial sales and services. Many of these larger-scale commercial activities are typically oriented towards serving customers arriving by vehicle. Examples of these types of uses include automobile sales and services, furniture, home furnishings and appliances, hardware and home improvement; repair and service uses, and graphic and print supply, such as large-scale photocopying or photo-development.

In light of economic and market changes many of these uses are no longer viable along the Corridor and many have ceased operations, leaving large properties vacant and underutilized. The Center District provides opportunities for the redevelopment of these vacant and underutilized sites with a mix of more compact development. . . The land area designated for the segment is located between the Specific Plan's two Shopping Clusters, beginning at Strub Avenue to Mills Avenue.

The Center District will serve as a core area, where residential, commercial, retail, office and entertainment development will provide a mix of complementary uses that attract residents and visitors alike. The area will reinforce pedestrian activity and transit utilization by providing streetscape enhancements, publicly accessible gathering spaces, and an enhanced "sense of place" through quality design, , and public improvements. Future development will consider the relationship between the Center District and the adjacent Shopping Clusters, ensuring improved circulation for automobiles, transit options and pedestrian connectivity between uses.

New commercial and retail development in the Center District will accommodate automobile access and circulation, while providing a more comfortable environment for pedestrians in and around the shopping and entertainment centers. Existing street adjacent retail and commercial businesses will be enhanced with façade improvements and pedestrian-oriented amenities to encourage activity between the District's mix of uses. Residential development in the area will take advantage of infill opportunities and will allow a range of multi-family housing types.



Illustration 21: Corridor Plan Areas-Center District

a. **Plan Area Revitalization Strategy**



Utilize design elements that contribute to the segment theme

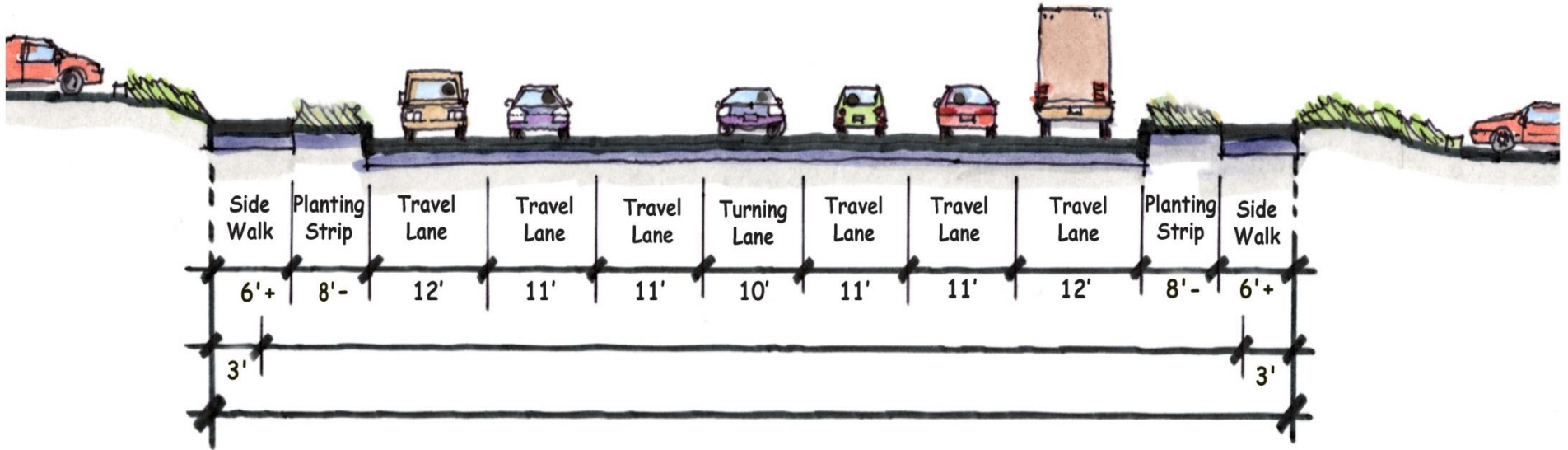
Within the Center District, uses should be focused towards a mix of retail, office and residential development that promotes an integrated and active area where residents and visitors can experience a lively workplace and shopping destination. The principles below summarize the aims for the Design and Development Standards and Capital Improvements concepts for the segment.

1. **Ensure the development of the Center District provides for opportunities to protect the integrity of adjacent neighborhoods while establishing strengthened pedestrian utilization.** Development in the district should provide sufficient design and development guidance to address compatibility issues with adjacent residential development. Additionally, the District should encourage the development of open space amenities, including parks for passive and active use. While the Specific Plan does not require dedication of land by private entities, it should encourage the City to work collaboratively with property owners to explore opportunities to increase parkland within the Specific Plan area for the benefit of local residents.
2. **Enhance operating auto-oriented uses to be compatible with future mix of uses.** The Center District should provide for the opportunity to enhance and expand existing and future auto-oriented uses. To encourage a vibrant economic District, the District's land use and development regulations should establish a broad range of retail, commercial, and residential uses.
3. **Establish a complementary transition of development between the Shopping Clusters.** The Center District provides for an effective transition between the two auto-oriented Shopping Clusters. As these areas provide for more limited, larger-scale commercial retail activities, it is important to provide a broader range of development potential within the Center District. Establishment of a highly-flexible land uses and regulatory framework should be established to encourage compact, integrated mixed use development, including residential, office, retail, open space and other job-creating uses.



Consistent design elements and coordinated frontage at auto dealerships

4. **Support a collaborative effort to encourage business attraction, retention and expansion within the Center District.** Informing the development community about the potential for compact, mixed use development within the Center District will be vital to encourage immediate results. Clearly defined, flexible and predictable development standards presented to the development community will be beneficial in stimulating short term development activity and long term economic growth.



3-foot R/W dedication on both sides expands total right-of-way to 106 feet

Illustration 22: Center District

3.1.5 Neighborhood Spine

While Whittier Boulevard serves as the community's central spine, it has little to do with the community itself except as a thoroughfare and as a place to purchase goods and services. The real fabric of the community- its homes and neighborhoods, lie hidden behind its length. Whittier's strongest asset- its identity as a desirable place to live- is not presented along Whittier Boulevard. Housing has always been an element on the American Boulevard. In early times, the boulevard was a prestigious address. Grand residences lined the edges of primary thoroughfares, mixed with public and civic buildings. Gracious architecture defined the character of the City's main street. In the early days of the City of Whittier, some of the best houses were built along Whittier Boulevard. But today, commercial development on the Corridor creates a barrier between City neighborhoods.

In order to bring the identity of Whittier front and center, and to make the Boulevard a true part of the community, rather than just a Corridor that runs through it, the policies of this Specific Plan encourage housing to locate on the Boulevard. Residential development on the Corridor can transform its larger role in the City, by enabling it to function as a seam for City fabric, connecting, rather than dividing, its existing neighborhoods. While residential patterns have changed, it is still possible to build desirable housing along a high-traffic Corridor. The creation of a streetscape that supports residential development is key to its success. Tree-lined streets with buffer landscaping can convey residential character while protecting uses from the traffic of the roadway. A wide median can decrease the scale of the roadway. Substantial setbacks can increase the prominence and grandeur of the project, while giving residence more privacy from the public realm of the street. Residential entrances above street level can further remove individual homes from the street. Distinguished design can establish architecture that is worthy of the City's central Corridor.

Housing has been built at a very slow rate throughout the City, with only a 1.6 percent growth increase over the last ten years, significantly slower than housing growth in the County and the State. As a result, a pent-up demand for housing in the City has built up over the years, and vacancies in the City are extremely low. Retail, on the other hand, is in oversupply; there is more commercial activity in town than its residents can support. As retail sales continue to deteriorate, retail property values on Whittier Boulevard will most likely decline over time, while residential sales prices will appreciate (while current land prices do not yet reflect this shift, local market trends suggest this shift will occur within a three-year period). Redirecting commercial property toward residential use makes both economic and civic sense- residential infill will not only bring value to underutilized sites, it will satisfy a growing need within the community.



The residential neighborhoods of Whittier are its strongest asset



In early days, housing fit well on the Boulevard...



...but today it is lost amidst retail and commercial uses

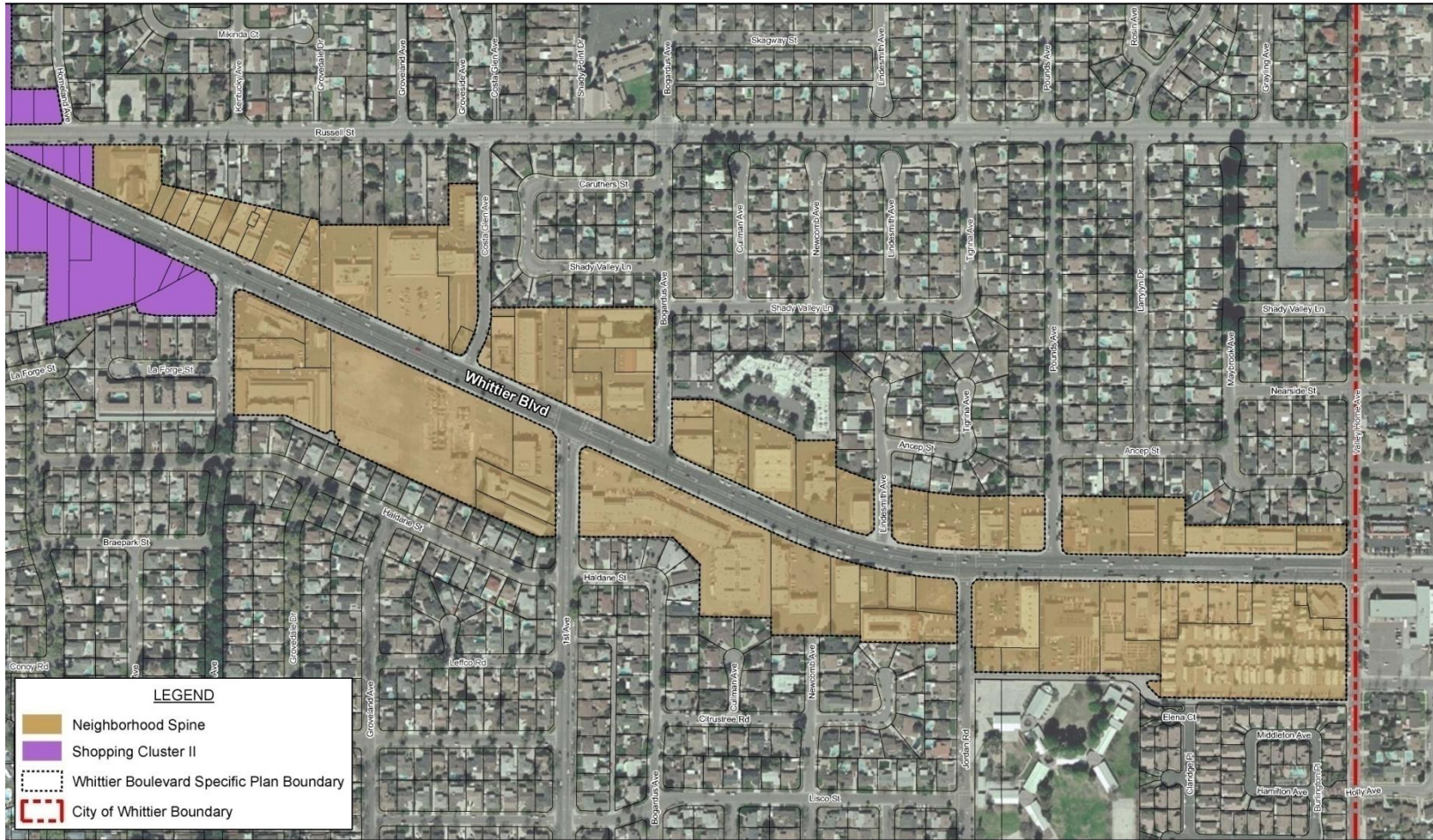


Illustration 23: Corridor Plan Areas- Neighborhood Spine

Whittier is known as a family-oriented community, with good schools and strong public services, and this fact is reflected in its housing stock. Over 70 percent of the housing units in the City are single family homes. So while the rental market in Whittier is strong, the demand for single-family homes is even stronger. The City should encourage infill development that reflects these demands. Development that allows a range of types, with single-family and multi-unit development, is recommended. Examples of housing types that would work well on the Corridor include single-family attached units, stacked flats and courtyard arrangements. Illustration 24: Neighborhood Spine – Boulevard Housing Concept shows a possible layout for townhouses facing the Boulevard. Other uses that are harmonious with residential use should be encouraged as well, including public, civic, and office uses.

a. Plan Area Revitalization Strategy

The Revitalization Strategy aims to stimulate reinvestment on the Corridor by directing development towards sectors that respond to market demand. The transformation of Whittier Boulevard offers the opportunity to create a grand boulevard that knits the fabric of the City’s neighborhoods back together. Housing is undersupplied in the City. Its introduction onto the Boulevard can not only improve the image of the Boulevard by bringing the fabric of its neighborhoods to the face of the Corridor, but help to satisfy the high housing demand in the City. The principles listed below were generated by City and community input via public workshops, roundtables and continued correspondence to create a redevelopment plan for a Neighborhood Spine along Whittier Boulevard. They provide the basis for the Development Standards and Design Guidelines that follow.

1. Create a “Grand Boulevard” character that puts the high quality of Whittier’s neighborhoods on display along the thoroughfare. Accomplish this with:

- a) Amenities that are designed to be attractive to home builders and buyers. Design elements that increase the desirability of the location include:
 - 1) A grand design that reflects the uses on its edges- street trees, ornamental lighting and increased landscaping.
 - 2) An expanded pedestrian zone, with regularly spaced “pocket parks” along the roadway, and links to public parks, green spaces and neighborhood pulse points.



Underutilized sites should be redeveloped as housing



Residential neighborhoods still exist along the Boulevard



Create a “Grand Boulevard” character for the roadway

- 3) A landscaped edge that serves to separate the residential realm- houses, yards, and pedestrians- from the traffic of Whittier Boulevard.
 - 4) Grand buildings on display. Architecture should be designed to contribute to the "boulevard" impression of this segment, graciously setback behind a continuous green space that lines the street.
 - 5) Visual continuity along the Corridor. Units should be designed as part of a larger whole, to create buildings that are of a scale and character appropriate to a "Grand Boulevard". Individual developments should be designed to add to the street wall and to represent the attractive neighborhoods of which they are now a part. Add streetscape that represents the beauty of the community of Whittier and its strongest assets. The street should be designed to support non-retail development, including residential, office, public, quasi-public and civic buildings.
2. **Rezone commercial land to encourage redevelopment towards non-commercial uses.** Reuse of commercial properties can transform the Corridor and its character. New development should answer to existing market demand, which points towards uses like housing, office or other mixed uses- anything but retail.
 3. **Promote residential development along Whittier Boulevard.** There is too much retail on the Corridor and in the City, and not enough housing. This imbalance requires action by the City. The City can encourage and stimulate residential infill by taking the following actions:
 - a) Advance development at key areas with the implementation of a streetscape that is appropriate for and inviting to residential projects.
 - b) Construct residential demonstration projects supported by the City at near-term opportunity sites, such as the former auto dealership sites and the Whittwood Mall. Use City support and financial assistance to fast-track residential re-use along the Corridor.



WHITTIER BOULEVARD

Illustration 24: Neighborhood Spine- Boulevard Housing Concept Illustration



Residential frontages should have generous setbacks behind tree-lined sidewalks



Residences should be designed as "grand buildings"



Other uses should be designed to be compatible with residential buildings

4. **Provide a framework that encourages the development of neighborhood-serving retail and service clusters within a short walk of as many homes as possible (without allowing the overbuilding of retail space).** Policies in the Specific Plan allow limited commercial activity at neighborhood nodes only-cluster locations will be designated at some locations, and voluntarily developed at others; however, they must be separated by a minimum distance to ensure the segment is developed primarily by non-retail uses. Retail in these clusters is limited to community-serving uses such as grocery and drug stores, restaurants and local services, at designated local centers.
5. **Open up the widest possible spectrum of investment types by strictly reviewing the aesthetics of new design to ensure all new development is compatible with the neighborhood character intended for this segment.** Development standards and design guidelines allow office, lodging and other non-residential uses to occupy properties in this segment, but they are required to be designed in a way that is compatible with a primarily residential environment.

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