

VISION AND PRINCIPLES

Historic Whittier Boulevard Revitalization Program
Multimodal Plan and Specific Plan



The City of Pico Rivera is undertaking a **community-based process** to re-envision and revitalize Historic Whittier Boulevard. The final plan will lay the foundation for an **official "uptown" district** that embraces the rich **history, culture, and diversity** of Pico Rivera. Join us in creating a more **holistic, sustainable, and vibrant** place to **live, work, and play**.

Empower people to participate in the process



Promote healthy lifestyles & safer streets for all



Improve access to parks, open & recreation space



Integrate art, technology, and style



Stimulate economic growth & community prosperity



Cultivate a more sustainable environment

