

GUIDING PRINCIPLES

Introduction

These draft Guiding Principles will direct the development of the General Plan's goals and policies. They reflect the vision for Whittier rather than describe Whittier today. The Draft Guiding Principles were developed with community and staff input, and were then vetted by the community. Please review the Draft Guiding Principles and provide written comments if you like.

Guiding Principles

- Whittier has a small town feel with a strong sense of community where gathering spaces, engaging events, and attractive streetscapes and greenways connect the community physically and socially. Our vibrant Uptown, diverse commercial corridors, stable residential neighborhoods, and natural open spaces provide places where all community members feel at home.
- Whittier strives to preserve its historic landmarks and districts, protect its hillsides, grow local businesses, and promote quality neighborhood character while encouraging complementary, managed, and sustainable growth.
- Whittier embraces Uptown as its urban retail core with local businesses, events, civic institutions, and a safer environment. Whittier promotes a unified Whittier Boulevard as a corridor that efficiently connects our neighborhoods to adjacent communities and provides a diversity of commercial businesses and institutions for locals and visitors. The Boulevard also benefits from the presence of higher-density housing that offers homes to people of all income levels and lifestyles.
- Whittier strengthens its economic prosperity by leveraging local assets and establishing community partners to grow quality jobs, enhance services, and maintain stable revenues.
- Whittier offers attractive, convenient transportation options and provides walkable, cyclable, safer, and livable streets while continuing to strengthen access to the greater region. Community amenities are accessible by all residents.
- Whittier values and is committed to enhancing the Puente Hills Preserve, a safer and scenic trail system, and diverse recreational facilities where the community can experience nature and engage in healthy activities.
- Whittier wisely manages its open space, water, energy, and air resources for sustainable use.
- Whittier residents, business interests, and local decision makers come together and celebrate Whittier's shared community values while working toward Whittier's best community interests.